



# Beauty and Personal Care Packaging in Japan

June 2023

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## Beauty and Personal Care Packaging in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Facial cleansers benefits from innovative and lightweight packaging  
NICE Group removes the aluminium layer in its recyclable toothpaste tube  
Mono-material refill pouches from Procter & Gamble's Pantene brand in Japan

#### PROSPECTS AND OPPORTUNITIES

Importance of sustainable packaging expected to continue growing in Japanese beauty and personal care  
Premium and luxury packaging a growing opportunity in Japan

## Beauty and Personal Care Packaging in Japan - Company Profiles

## Packaging Industry in Japan - Industry Overview

### EXECUTIVE SUMMARY

Packaging in 2022: The big picture  
2022 key trends  
Innovative beer lees packaging developed for Fancil's powder foundation refills  
Metal beverage cans gain share in alcoholic drinks packaging in 2022  
Flexible plastic the most-used packaging in air care and surface care in 2022  
Flexible plastic preferred for processed fruit, vegetables, meat and seafood  
Recyclability of PET bottles benefits their usage in soft drinks

### PACKAGING LEGISLATION

Japan introduces the Act on the Promotion of Resource Circulation for Plastics in 2022

### RECYCLING AND THE ENVIRONMENT

Brands setting up sustainable packaging targets amid rising environmental concerns  
Table 1 - Overview of Packaging Recycling and Recovery in Japan: 2020/2021 and Targets for 2022

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