



# Soft Drinks Packaging in Japan

April 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Soft drinks brands adopt label-free packaging as a step towards sustainability

Metal bottles continue to gain share in RTD coffee

Recovery of small pack sizes for soft drinks in Japan

#### PROSPECTS AND OPPORTUNITIES

Smaller pack sizes expected to remain popular among consumers

Plant-based plastics to see growth as brands introduce new lines of flavoured bottled water

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