

# Processed Fruit and Vegetables Packaging in Japan

June 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Flexible plastic becomes more popular due to the consumer preference for lightweight formats

Glass jars become more popular due to their sustainability and non-reactive properties

100g and 250g grow more popular due to the consumer preference for smaller, more convenient packs

#### PROSPECTS AND OPPORTUNITIES

Metal food cans set to decline as manufacturers shift to more convenient and biodegradable options

300g expected to see growth as it meets the needs of most consumers

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