

Plant-Based Dairy Packaging in Japan

June 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Brick liquid cartons popular for product freshness and sustainability

Polarisation in pack sizes in plant-based milk

350g pack size increases for plant-based yoghurt due to evolving consumer preferences

PROSPECTS AND OPPORTUNITIES

110g pack size set to maintain growth as demand for on-the-go consumption rises

Shaped liquid cartons expected to perform well in plant-based milk, at the expense of gable top liquid cartons

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plant-based-dairy-packaging-in-japan/report.