



Meals and Soups Packaging in Japan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Flexible plastic leads as it is cost-effective, and aligns with Japan's commitment to the environment

200g leads due to consumer demand for convenient meal solutions

Flexible packaging preferred for shelf stable soup

PROSPECTS AND OPPORTUNITIES

Metal food cans set to decline as consumers seek eco-friendly alternatives

Plastic pouches expected to surge in popularity due to ease of use and portability

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