

Package Printing and Labeling Market in Japan: Key Research Findings 2015

◆ Research Outline

Yano Research Institute has conducted a research on the domestic package printing and labeling market with the following conditions:

1. Research period: January to April, 2015
2. Research target: Leading domestic companies engaged in printing and processing on soft packaging and paper containers
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, FAX, mail, and literature research.

<What is the Package Printing and Labeling Market? >

The domestic package printing and labeling market in this research indicates the printing and processing market targeting soft packaging and paper containers. As for paper containers, they indicate those paper boxes used for wrapping only. Therefore, paper cartons to hold liquid such as milk and juices are not included, let alone paper cups and paper bags. Also, the targeted paper containers only indicate those boxes made from printed and processed paperboards, so that those boxes finished with final wrapping paper, those without any printed or processed surfaces, or normal corrugated cartons are not included. However, among corrugated cartons, F or G microflute corrugated cardboards and those boxes made from synthetic paper of corrugated and paperboards, both of which used for packaging and labeling are included.

◆ Key Findings

■ Package Printing and Labeling Market in FY2013 Rose by 1.5% from Previous Fiscal Year to Achieve 1,319.343 Billion Yen

The domestic packaging printing and labeling market has begun showing the upward tendency caused by rising economic conditions after suffering from aftermath of the Great East Japan Earthquake. The market was driven by growing food packaging demands that stems from favorable sales of products at CVS and increase of PB products. Also, last minute surge in demand just before consumption tax increase in the fourth quarter of FY2013 contributed in the market growth.

■ Package Printing and Labeling Market in FY2014 Projected to Attain 1,322.0 Billion Yen, a Rise by 0.2%, Remaining a Same Level or Slight Increase

The market in FY2014 was partly influenced by downturn or aftereffect of last minute surge in demand in the previous fiscal year and by the decreasing demands for beverages in the summertime due to bad weather. That being said, the demands for soft packaging is generally stable, leading to estimation of the market size for FY2014 to attain 1,322.0 billion yen, a slight increase by 0.2% from the previous fiscal year.

Size of the packaging printing and labeling market is likely to stay the same level for the time being, for there seems to be little reasons for the market to drop significantly or to attain prominent growth.

◆ **Report format:**

Published report: “Package Printing and Labeling Market 2015”

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Language: Japanese

Format: 283 pages in A4 format

Price: 120,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

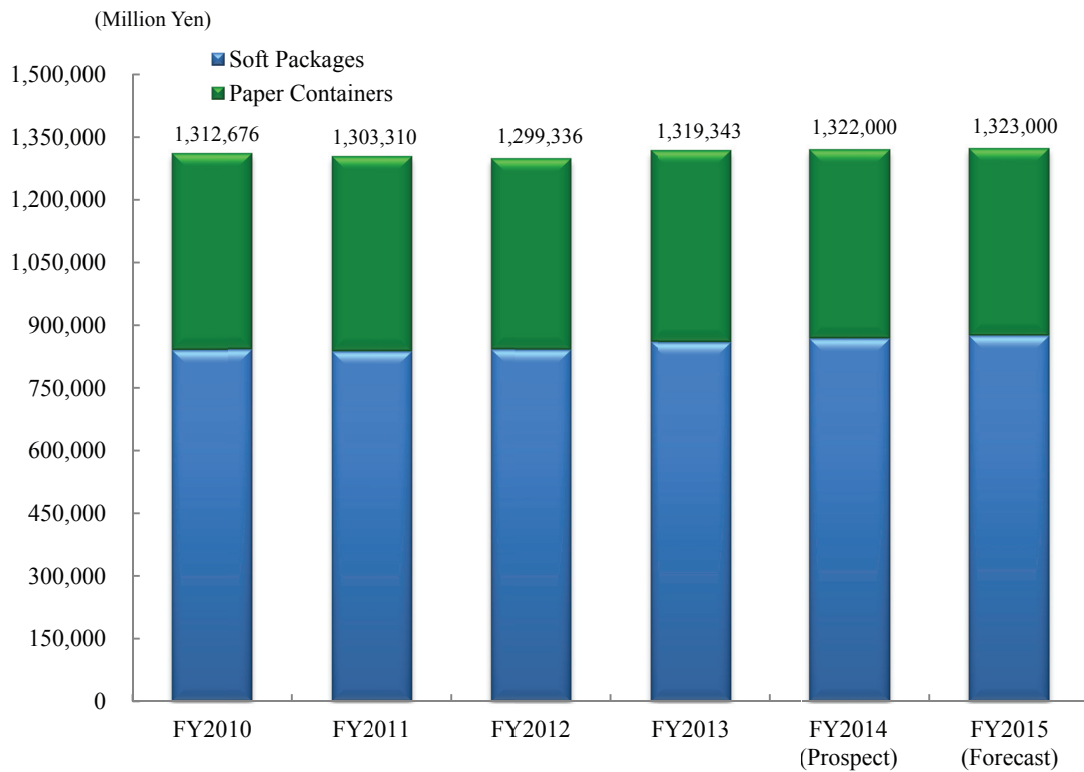
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■ **Figure 1: Transition and Forecast of Domestic Package Printing and Labeling Market Size**



Calculated by Yano Research Institute

Notes:

1. The market size is based on the sales of the businesses.
2. The domestic package printing and labeling market in this research indicates the printing and processing market targeting soft packaging and paper containers.