

## Package Printing Market in Japan: Key Research Findings 2017

### ◆ Research Outline

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

1. Research period: February to April, 2017
2. Research target: Leading domestic soft-packaging and paper-container converters
3. Research methodologies: Face-to-face interviews by the expert researchers, surveys via telephone, and mail-in questionnaire

#### <What is the Package Printing Market? >

The domestic package printing market in this research indicates the converting (i.e., printing and processing) market of soft packaging and paper containers.

As for paper containers, they indicate those paper boxes used for wrapping only. Therefore, those paper containers including paper cups and cartons to hold liquid, as well as paper bags, are not included. 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 cardboard with overlapped applications and those products lined with some paperboards are included.

### ◆ Key Findings

#### ■ FY2015 Package Printing Market Rose by 1.3% on Y-o-Y Basis to Achieve 1,339.235 Billion Yen, FY2016 Rises by 1.0% to 1,352.6 Billion Yen, and FY2017 to Rise by 0.3%

The domestic packaging printing market in FY2015 based on the sales of the businesses rose by 1.3% to attain 1,339.235 billion yen. As with the soft packaging category has expanded, the category of paper containers, too, has shown a slight increase in FY2015. In FY2016, while the soft packaging category is likely to keep the expanding tendency, the paper container category is likely to be the same level as the previous fiscal year, making the entire domestic packaging printing market to increase by 1.0% to achieve 1,352.6 billion yen. The market is likely to rise slightly by 0.3% in FY2017 to attain 1,357.0 billion yen.

#### ■ Package Printing Market Remains Stable Growth, with Soft Packaging Category on the Rise and Paper Container Category Keeping Favorable Demand

The soft packaging category of the package printing market has recently been on the rise. The status in FY2015 was no exception to raise the market size, with the demand from CVS remains favorable, together with the stable demands used for food and confectionery, including expanding demands of PB products. With regard to paper container category, in spite of some demands gradually declining, the market status in FY2015 has been influenced by combination of positive factors to raise the market slightly. This is likely to stay the same with FY2016, remaining the similar size as the previous year, stably keeping the market to a certain size.

◆ **Report Format:**

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Price: 150,000 yen (The consumption tax shall additionally be charged for the sales in Japan.)

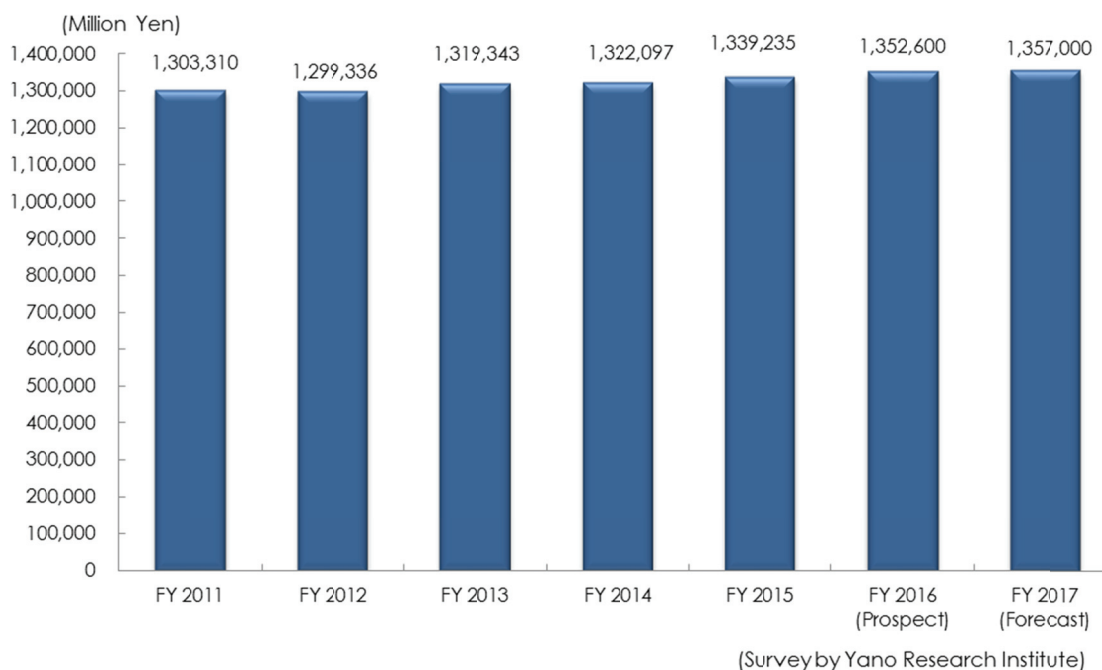
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■ **Figure 1: Transition and Forecast of Domestic Package Printing Market Size**



Notes:

1. The market size is based on the sales of the businesses.
2. The domestic package printing market in this research indicates the market of converting (printing and processing) soft packaging and paper containers. As for paper containers, they indicate those paper boxes used for wrapping only. Therefore, those paper containers including paper cups and cartons to hold liquid, as well as paper bags, are not included. 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 with overlapped applications and those products lined with some paperboards are included.