

# Bottled Water in Taiwan

December 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Carbonated bottled water sees growing interest in 5GV varieties  
Taiyen prize competition helps to boost demand in functional bottled water  
Manufacturers continue to highlight industry awards in marketing campaigns

#### PROSPECTS AND OPPORTUNITIES

Functional bottled water will remain a key beneficiary of rising health-consciousness  
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