

Bottled Water in Japan

November 2023

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Bottled Water in Japan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bottled water has become pervasive in consumers' daily lives Manufacturers develop easy to recycle PET bottles Despite growth, brand shakeout continues

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Further growth expected, with an increasing consumer base and demand for stockpiling Manufacturers continue to invest in expanding production capacity Bottled water will continue to face competition from water servers and water purifiers

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