



Euromonitor
International

Bottled Water in Taiwan

January 2026

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Bottled Water in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and sustainability pulling in opposite directions

INDUSTRY PERFORMANCE

Rising consumer health consciousness a key growth driver

Functional bottled water drives market growth with health-focused innovations

WHAT'S NEXT?

Bottled water growth hinges on sustainability and functional offerings

Innovative eco-friendly packaging revolutionizes bottled water

Tai Sun and Coca-Cola lead in sustainability initiatives

COMPETITIVE LANDSCAPE

Local brands dominate with innovation and quality

Clear taste for alkaline ionised water

CHANNELS

Supermarkets focuses on bulk purchases

Convenience stores prioritises accessibility

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Health awareness and desire for new flavours shaping demand

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INDUSTRY PERFORMANCE

Health, sustainability and innovation key to growth

Convenience stores key, but e-commerce gaining in importance

Combining sustainability and health

WHAT'S NEXT?

Health to remain a key consideration

Brands adapting to evolving consumer preferences

Sustainability concerns affecting manufacturers' strategies

COMPETITIVE LANDSCAPE

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