



**Euromonitor
International**

Bottled Water in Japan

November 2025

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Bottled Water in Japan - Category analysis

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Economic headwinds put pressure on sales of bottled water

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Carbonated and sparkling flavoured bottled water lose their fizz

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Suntory leads in the development of sustainable packaging for bottled water

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Price rises lead to a decline in off-trade volume sales of soft drinks in 2025

Functional soft drinks gain prominence

Innovation has become faster, riskier, and more culturally embedded

WHAT'S NEXT?

Shrinking population likely to limit opportunities for volume growth

Healthy and natural products likely to attract more interest moving forward

Vending evolving as it looks to meet the needs of modern consumers

COMPETITIVE LANDSCAPE

Coca-Cola and Suntory continue to invest in product development and innovation

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