



Bottled Water in Japan

November 2025

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Bottled Water in Japan - Category analysis

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2025 PERFORMANCE

Economic headwinds put pressure on sales of bottled water

INDUSTRY PERFORMANCE

Bottled water sales decline amid economic pressures

Carbonated and sparkling flavoured bottled water lose their fizz

WHAT'S NEXT?

Challenges ahead for bottled water sales in Japan

Companies exploring eco-friendly water solutions

Suntory leads in the development of sustainable packaging for bottled water

COMPETITIVE LANDSCAPE

Suntory Leads in Bottled Water Amidst Shifting Consumer Preferences

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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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