



Euromonitor  
International

# Bottled Water in Taiwan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Functional bottled water continues to perform well, registering significant sales
- Strong promotional activities boost sales of bottled water during 2024
- More Water launches an innovative Water Shake Shop pop-up store

PROSPECTS AND OPPORTUNITIES

- Functional ingredients shape product innovation across the forecast period
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