



Euromonitor
International

Hot Drinks in Taiwan

November 2025

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EXECUTIVE SUMMARY

Consumers seek premium, healthy, convenient products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and changing consumer preferences are factors driving growth for hot drinks

Greater evidence of sustainability across hot drinks

Premiumisation and convenience come to the fore

WHAT'S NEXT?

Growth expected as consumer preferences evolve and premiumisation is seen

Health and sustainability will be key to success

COMPETITIVE LANDSCAPE

Intense competition drives innovation and responsiveness to consumer preferences

Dynamism for Mayushan Foods due to its local brand image and healthy products

Targeting younger generations with hot drinks which meet their needs

CHANNELS

Supermarkets leads and sees the strongest growth due to a wide product range

Various trends impact the distribution landscape

Foodservice dominates, and impacts trends in retail

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[Coffee in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer preferences evolve, driving growth for fresh ground coffee pods

INDUSTRY PERFORMANCE

Premiumisation, convenience, and changing preferences drive sales of coffee

Differing consumer needs help limit decline for instant coffee

WHAT'S NEXT?

Premiumisation and innovation will continue shaping sales of coffee

Younger generation to reshape coffee through new consumption habits

Sustainability initiatives showcase ongoing commitment to environmental responsibility and community engagement

COMPETITIVE LANDSCAPE

UCC extends its lead, thanks to specialising in fresh coffee

Nestlé sees a slight share decline, but maintains a strong second position

CHANNELS

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Convenience stores and retail e-commerce have become more relevant in coffee distribution

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[Tea in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Companies attract a younger, health-conscious consumer base, driving growth

INDUSTRY PERFORMANCE

Floral elements and health focus are reshaping tea consumption trends

Fruit/herbal tea sees dynamic growth thanks to flavour innovation

Products tailored for different demographics drive popularity of tea

WHAT'S NEXT?

Tea sales will thrive on wellness, innovation, and changing consumer preferences
Taiwanese tea brands will continue to blend design, flavour, and sustainability
A sustainability and community empowerment model

COMPETITIVE LANDSCAPE

Ten Ren Tea excels with quality, innovation, and strong consumer connection
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Other Hot Drinks in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health is at the forefront in other hot drinks

INDUSTRY PERFORMANCE

Other hot drinks thrives due to health trend and nostalgia
Other plant-based hot drinks has the highest sales and sees the strongest growth

WHAT'S NEXT?

Other hot drinks is poised for further growth, with a focus on health
Health-focused innovations set to drive hot drinks in Taiwan towards natural options
Sustainability initiatives expected to impact development in other hot drinks

COMPETITIVE LANDSCAPE

Greenmax from Mayushan Foods maintains dynamism, but sees competition
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CHANNELS

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