



Euromonitor  
International

# Tea in Taiwan

November 2025

Table of Contents

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  
High and rising fragmentation in tea

CHANNELS

Omnichannel strategies enhance consumer trust and accessibility in tea retail  
Xin Bao Shun exemplifies the changing distribution landscape

CATEGORY DATA

- Table 1 - Retail Sales of Tea by Category: Volume 2020-2025
- Table 2 - Retail Sales of Tea by Category: Value 2020-2025
- Table 3 - Retail Sales of Tea by Category: % Volume Growth 2020-2025
- Table 4 - Retail Sales of Tea by Category: % Value Growth 2020-2025
- Table 5 - NBO Company Shares of Tea: % Retail Value 2021-2025
- Table 6 - LBN Brand Shares of Tea: % Retail Value 2022-2025
- Table 7 - Forecast Retail Sales of Tea by Category: Volume 2025-2030
- Table 8 - Forecast Retail Sales of Tea by Category: Value 2025-2030
- Table 9 - Forecast Retail Sales of Tea by Category: % Volume Growth 2025-2030
- Table 10 - Forecast Retail Sales of Tea by Category: % Value Growth 2025-2030

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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

## MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025  
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025  
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025  
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025  
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025  
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025  
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025  
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025  
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025  
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025  
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025  
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025  
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025  
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025  
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030  
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030  
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030  
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030  
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030  
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030  
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030  
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030  
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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