



**Euromonitor  
International**

# Other Hot Drinks in Taiwan

November 2025

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## Other Hot Drinks in Taiwan - Category analysis

### 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

Milo and Ovaltine thrive through health, innovation, and brand loyalty

#### CHANNELS

Supermarkets leads and is dynamic as consumers look for value and product range

Foodservice sales are low and falling

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## Hot Drinks in Taiwan - Industry Overview

### 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-hot-drinks-in-taiwan/report](http://www.euromonitor.com/other-hot-drinks-in-taiwan/report).