



Euromonitor
International

Soft Drinks in Taiwan

January 2026

Table of Contents

EXECUTIVE SUMMARY

Health awareness and desire for new flavours shaping demand

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health, sustainability and innovation key to growth

Convenience stores key, but e-commerce gaining in importance

Combining sustainability and health

WHAT'S NEXT?

Health to remain a key consideration

Brands adapting to evolving consumer preferences

Sustainability concerns affecting manufacturers' strategies

COMPETITIVE LANDSCAPE

Uni-President Enterprises Corp out in front

Mix of dynamic players and established major brands

CHANNELS

Convenience stores key to distribution

Supermarkets and hypermarkets target bulk purchases and families

Foodservice vs retail split

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2020-2025

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2020-2025

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2020-2025

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2020-2025

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2025

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2025

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2025

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2025

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2020-2025

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2020-2025

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2020-2025

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2020-2025

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2020-2025

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2020-2025

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2021-2025

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2022-2025

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2021-2025

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2022-2025

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2025

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2022-2025

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2021-2025

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2022-2025

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2020-2025

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2020-2025

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2020-2025

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2025

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2025-2030

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2025-2030

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2025-2030

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2025-2030

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2025-2030

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2025-2030

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2025-2030

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2025-2030

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2025-2030

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2025-2030

APPENDIX

Fountain sales in Taiwan

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Bottled Water in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and sustainability pulling in opposite directions

INDUSTRY PERFORMANCE

Rising consumer health consciousness a key growth driver

Functional bottled water drives market growth with health-focused innovations

WHAT'S NEXT?

Bottled water growth hinges on sustainability and functional offerings

Innovative eco-friendly packaging revolutionizes bottled water

Tai Sun and Coca-Cola lead in sustainability initiatives

COMPETITIVE LANDSCAPE

Local brands dominate with innovation and quality

Clear taste for alkaline ionised water

CHANNELS

Supermarkets focuses on bulk purchases

Convenience stores prioritises accessibility

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2020-2025

Table 38 - Off-trade Sales of Bottled Water by Category: Value 2020-2025

Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2020-2025

Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2020-2025

Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2021-2025

Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2022-2025

Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2021-2025

Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2022-2025

Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2025-2030

Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2025-2030

Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2025-2030

Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Carbonates in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising health awareness and expanding product range

INDUSTRY PERFORMANCE

Reduced sugar variants leading growth

Popular in foodservice

WHAT'S NEXT?

Further growth expected

Pepsi targets health-conscious consumers with innovation

Companies enhancing sustainability initiatives

COMPETITIVE LANDSCAPE

Coca-Cola and Hey Song dominate carbonates in Taiwan

Shifting competitive dynamics

CHANNELS

Coca-Cola thrives in convenience stores through innovative localised marketing strategies

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2020-2025

Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2020-2025

Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2020-2025

Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2020-2025

Table 53 - Off-trade Sales of Carbonates by Category: Volume 2020-2025

Table 54 - Off-trade Sales of Carbonates by Category: Value 2020-2025

Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2020-2025

Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2020-2025

Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2020-2025

Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2020-2025

Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2021-2025

Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2022-2025

Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2021-2025

Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2022-2025

Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2025-2030

Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2025-2030

Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2025-2030

Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2025-2030

Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2025-2030

Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Concentrates in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates sales rising

INDUSTRY PERFORMANCE

Concentrates sales rise, driven by convenience and quality preferences.

Local consumers focus on quality, natural ingredients and health

WHAT'S NEXT?

Growth amid health trends and innovation challenges

The rising popularity of infused water and sparkling beverages to inspire innovation

Fruit juice powder innovation

COMPETITIVE LANDSCAPE

Increasing fragmentation

Calpis and Nestea seeing decline

CHANNELS

Supermarkets dominates concentrates sales, integrating e-commerce for convenience

Retailers offer broad range of products, including private label options

Concentrates Conversions

Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

CATEGORY DATA

Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2020-2025

Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2020-2025

Table 71 - Off-trade Sales of Concentrates by Category: Value 2020-2025

Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2020-2025

Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2022-2025

Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2021-2025

Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2022-2025

Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2021-2025

Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2022-2025

Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2021-2025

Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2022-2025

Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2025-2030

Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2025-2030

Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2025-2030

Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Juice in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness shaping demand

INDUSTRY PERFORMANCE

Consumers looking for healthy drinks options

Coconut water thrives as consumers prioritise natural, healthy beverage choices

WHAT'S NEXT?

Health to remain a key driver of growth

Birch sap juices emerge as popular niche

Swire Coca-Cola Taiwan excels in sustainability and community engagement initiatives

COMPETITIVE LANDSCAPE

Minute Maid benefits from global player's resources, distribution network and marketing strength
Intense competition in coconut water

CHANNELS

Different channels target different purchasing behaviours
Multi-channel retail strategy

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2020-2025
Table 85 - Off-trade Sales of Juice by Category: Value 2020-2025
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2020-2025
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2020-2025
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2021-2025
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2022-2025
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2021-2025
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2022-2025
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2025-2030
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2025-2030
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2025-2030
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[RTD Coffee in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

RTD coffee growing despite challenges

INDUSTRY PERFORMANCE

RTD coffee shifts to premiumisation amid stiff competition
Brands work to navigate challenging landscape

WHAT'S NEXT?

RTD coffee to grow through innovation and convenience
UCC's launch of fruit-flavoured sparkling coffees
Mr Brown prioritises sustainability amid price hikes and environmental challenges

COMPETITIVE LANDSCAPE

Mr Brown out in front
Premiumisation, innovation, and intensified competition

CHANNELS

Convenience stores players dominate
Increased competition in convenience stores

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2020-2025
Table 97 - Off-trade Sales of RTD Coffee: Value 2020-2025
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2020-2025
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2020-2025
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2021-2025

- Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2022-2025
- Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2021-2025
- Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2022-2025
- Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2025-2030
- Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2025-2030
- Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2025-2030
- Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

RTD Tea in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand becoming more sophisticated

INDUSTRY PERFORMANCE

Barley tea gains traction
 Barley tea aligns with consumer trends

WHAT'S NEXT?

Reduced sugar products continue to drive RTD tea
 Functional tea with active health benefits
 Embracing health and authenticity with unique offerings

COMPETITIVE LANDSCAPE

Vitalon Foods drives RTD tea with Royal Tea Garden and Every Morning Tea

CHANNELS

Diverse distribution channels
 Responding to evolving demand

CATEGORY DATA

- Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2020-2025
- Table 109 - Off-trade Sales of RTD Tea by Category: Value 2020-2025
- Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2020-2025
- Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2020-2025
- Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2020-2025
- Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2021-2025
- Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2022-2025
- Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2021-2025
- Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2022-2025
- Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2025-2030
- Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2025-2030
- Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2025-2030
- Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

Energy Drinks in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Energy drinks evolving to meet changing consumer demand

INDUSTRY PERFORMANCE

Energy drinks thrives

Innovation broadens appeal and maintains interest

WHAT'S NEXT?

Energy drinks evolving towards multi-functional products

Monster Energy effectively engages Taiwan's youth with innovative marketing strategies

Red Bull champions sustainability through recycling and eco-friendly practices

COMPETITIVE LANDSCAPE

Local player leads

Red Bull tops the rankings in value terms

CHANNELS

Convenience stores dominates Taiwan's energy drinks market with strategic promotions

Supermarkets captures bulk buying and family consumption

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2020-2025

Table 122 - Off-trade Sales of Energy Drinks: Value 2020-2025

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2020-2025

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2020-2025

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2021-2025

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2022-2025

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2021-2025

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2022-2025

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2025-2030

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2025-2030

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2025-2030

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Sports Drinks in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Impact of health and wellness trend not entirely positive for sports drinks

INDUSTRY PERFORMANCE

Stagnation, but broader consumer trends are supportive

Health-conscious Taiwanese drives demand for low-sugar options

WHAT'S NEXT?

Sports drinks expected to increase

Pocari Sweat effectively engages youth through vibrant, interactive marketing strategies

Hey Song leads sustainable practices, blending health and innovation effectively

COMPETITIVE LANDSCAPE

Super Supau remains dominant in sports drinks

Leading brand aligns with evolving consumer preferences

CHANNELS

Convenience stores a key sales channel for sports drinks
FamilyMart employs Summer Water Sports Drink Ambassador

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2020-2025
Table 134 - Off-trade Sales of Sports Drinks: Value 2020-2025
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2020-2025
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2020-2025
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2021-2025
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2022-2025
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2021-2025
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2022-2025
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2025-2030
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2025-2030
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2025-2030
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

[Asian Speciality Drinks in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health and wellness trend and innovation serving to expand consumer base

INDUSTRY PERFORMANCE

Asian speciality drinks driven by rising demand for Chinese herbal drinks
Attracting younger demographics

WHAT'S NEXT?

Asian speciality drinks expected to maintain steady sales
Regulation, sustainability, and technological integration
Traditional Chinese herbals see innovation in cultivation

COMPETITIVE LANDSCAPE

Taishan and Vedan excel in accessible, health-focused herbal beverages
Extensive distribution reach

CHANNELS

Asian speciality drinks blending tradition with modern convenience
Developing the vending channel

CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2020-2025
Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2020-2025
Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2020-2025
Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2020-2025
Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2021-2025
Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2022-2025
Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2021-2025
Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2022-2025
Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2025-2030

Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2025-2030

Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2025-2030

Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-taiwan/report.