



Euromonitor  
International

# Coffee in Taiwan

November 2025

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## Coffee in Taiwan - Category analysis

### 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

Supermarkets is the leading distribution channel due to pricing and product range

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

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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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