

Carbonates in Taiwan

January 2026

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Carbonates in Taiwan - Category analysis

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

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

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Soft Drinks in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Health awareness and desire for new flavours shaping demand

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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

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Mix of dynamic players and established major brands

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