



# 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

#### CHANNELS

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

### 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  
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