



Health and Wellness in Taiwan

January 2026

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Health and Wellness in Taiwan

EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

Rising health concerns push consumers towards more responsible purchasing decisions

Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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HW Hot Drinks in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers becoming more selective when it comes to their hot drinks

INDUSTRY PERFORMANCE

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Players lean into natural claims to attract health conscious locals

Increasing health awareness encourages consumers to reduce their caffeine intake

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INDUSTRY PERFORMANCE

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