



Euromonitor
International

Sports Drinks in Taiwan

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Sports Drinks in Taiwan - Category analysis

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

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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

Uni-President Enterprises Corp out in front

Mix of dynamic players and established major brands

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Convenience stores key to distribution

Supermarkets and hypermarkets target bulk purchases and families

Foodservice vs retail split

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