



**Euromonitor
International**

HW Soft Drinks in Taiwan

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers looking for healthier ways to rehydrate

INDUSTRY PERFORMANCE

Taiwan’s soft drinks market shifting towards heathier options
Leading players steer towards no sugar offerings as health concerns grow
Natural claims resonate with locals

WHAT’S NEXT

Soft drinks brands set to continue investing in more diverse and healthier offerings
No sugar claims set to remain central to the health and wellness movement
Natural claims set to play a key role in innovation

CATEGORY DATA

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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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