

Soft Drinks in Taiwan

December 2023

Table of Contents

Soft Drinks in Taiwan

EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 1 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 2 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 3 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

Table 4 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 5 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2023

Table 6 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2023

Table 7 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2023

Table 8 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2023

Table 9 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 10 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 11 - Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 12 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 13 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 14 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 15 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 16 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 17 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 18 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 19 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 20 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 21 - NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 22 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 23 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 24 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 25 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 26 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 27 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 28 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 29 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 30 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 31 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 32 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 33 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 34 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 35 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 36 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

APPENDIX

Fountain sales in Taiwan

DISCLAIMER

SOURCES

Bottled Water in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Carbonated bottled water sees growing interest in 5GV varieties
Taiyen prize competition helps to boost demand in functional bottled water
Manufacturers continue to highlight industry awards in marketing campaigns

PROSPECTS AND OPPORTUNITIES

Functional bottled water will remain a key beneficiary of rising health-consciousness
Sparkling products face growing threat from home carbonation systems
Sustainability concerns will continue to gain influence over competitive strategies

CATEGORY DATA

Table 37 - Off-trade Sales of Bottled Water by Category: Volume 2018-2023
Table 38 - Off-trade Sales of Bottled Water by Category: Value 2018-2023
Table 39 - Off-trade Sales of Bottled Water by Category: % Volume Growth 2018-2023
Table 40 - Off-trade Sales of Bottled Water by Category: % Value Growth 2018-2023
Table 41 - NBO Company Shares of Off-trade Bottled Water: % Volume 2019-2023
Table 42 - LBN Brand Shares of Off-trade Bottled Water: % Volume 2020-2023
Table 43 - NBO Company Shares of Off-trade Bottled Water: % Value 2019-2023
Table 44 - LBN Brand Shares of Off-trade Bottled Water: % Value 2020-2023
Table 45 - Forecast Off-trade Sales of Bottled Water by Category: Volume 2023-2028
Table 46 - Forecast Off-trade Sales of Bottled Water by Category: Value 2023-2028
Table 47 - Forecast Off-trade Sales of Bottled Water by Category: % Volume Growth 2023-2028
Table 48 - Forecast Off-trade Sales of Bottled Water by Category: % Value Growth 2023-2028

Carbonates in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Penetration of smaller pack sizes increases at off- and on-trade levels
Apple Sidra brand hit by another contamination scandal
Leading brands continue to launch new flavour variants and limited edition products

PROSPECTS AND OPPORTUNITIES

Pepsi could see further recipe changes following recent reformulation
Increasing competition will spur players to develop new added-value products
Swire Coca-Cola and Hey Song Corp likely to remain the outright leaders

CATEGORY DATA

Table 49 - Off-trade vs On-trade Sales of Carbonates: Volume 2018-2023
Table 50 - Off-trade vs On-trade Sales of Carbonates: Value 2018-2023
Table 51 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2018-2023
Table 52 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2018-2023
Table 53 - Off-trade Sales of Carbonates by Category: Volume 2018-2023
Table 54 - Off-trade Sales of Carbonates by Category: Value 2018-2023
Table 55 - Off-trade Sales of Carbonates by Category: % Volume Growth 2018-2023
Table 56 - Off-trade Sales of Carbonates by Category: % Value Growth 2018-2023
Table 57 - Total Sales of Carbonates by Fountain On-trade: Volume 2018-2023

- Table 58 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2018-2023
- Table 59 - NBO Company Shares of Off-trade Carbonates: % Volume 2019-2023
- Table 60 - LBN Brand Shares of Off-trade Carbonates: % Volume 2020-2023
- Table 61 - NBO Company Shares of Off-trade Carbonates: % Value 2019-2023
- Table 62 - LBN Brand Shares of Off-trade Carbonates: % Value 2020-2023
- Table 63 - Forecast Off-trade Sales of Carbonates by Category: Volume 2023-2028
- Table 64 - Forecast Off-trade Sales of Carbonates by Category: Value 2023-2028
- Table 65 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2023-2028
- Table 66 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2023-2028
- Table 67 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2023-2028
- Table 68 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2023-2028

Concentrates in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Interest in vinegar-based liquid concentrates continues to rise
- On-trade demand picks up as Taiwan's foodservice market recovers from COVID-19
- New launches challenge consumer perceptions of powder concentrates

PROSPECTS AND OPPORTUNITIES

- Growing on-trade exposure to premium brands should help to boost retail demand
- Sugar reduction will remain a key focus of new product development activity
- Rising popularity of infused water and sparkling beverages likely to inspire innovation

CATEGORY DATA

Concentrates Conversions

- Summary 2 - Concentrates Conversion Factors for Ready-to-Drink (RTD) Format
- Table 69 - Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023
- Table 70 - Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023
- Table 71 - Off-trade Sales of Concentrates by Category: Value 2018-2023
- Table 72 - Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023
- Table 73 - LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023
- Table 74 - NBO Company Shares of Off-trade Concentrates: % Value 2019-2023
- Table 75 - LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023
- Table 76 - NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023
- Table 77 - LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023
- Table 78 - NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023
- Table 79 - LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023
- Table 80 - Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028
- Table 81 - Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028
- Table 82 - Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028
- Table 83 - Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

Juice in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Healthy image and new launches strengthen interest in 100% juice
- High prices temper volume growth potential of coconut and other plant waters
- Swire Coca-Cola expands its leading Minute Maid range

PROSPECTS AND OPPORTUNITIES

More companies expected to launch high pressure processing (HPP) products
Juice producers will continue to focus on nutritional benefits to offset sugar concerns
Products blended with tea likely to be a focal point for innovation

CATEGORY DATA

Table 84 - Off-trade Sales of Juice by Category: Volume 2018-2023
Table 85 - Off-trade Sales of Juice by Category: Value 2018-2023
Table 86 - Off-trade Sales of Juice by Category: % Volume Growth 2018-2023
Table 87 - Off-trade Sales of Juice by Category: % Value Growth 2018-2023
Table 88 - NBO Company Shares of Off-trade Juice: % Volume 2019-2023
Table 89 - LBN Brand Shares of Off-trade Juice: % Volume 2020-2023
Table 90 - NBO Company Shares of Off-trade Juice: % Value 2019-2023
Table 91 - LBN Brand Shares of Off-trade Juice: % Value 2020-2023
Table 92 - Forecast Off-trade Sales of Juice by Category: Volume 2023-2028
Table 93 - Forecast Off-trade Sales of Juice by Category: Value 2023-2028
Table 94 - Forecast Off-trade Sales of Juice by Category: % Volume Growth 2023-2028
Table 95 - Forecast Off-trade Sales of Juice by Category: % Value Growth 2023-2028

RTD Coffee in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade consumption increases after several years of decline
Leading brand Mr. Brown targets younger demographics with high-caffeine variant
Premium-oriented products in PET bottles become more widely available

PROSPECTS AND OPPORTUNITIES

Competition from hot coffee and other soft drinks will continue to depress demand
Quality and provenance will remain key themes in brand differentiation efforts
New launches likely to be focused on flavour diversification and healthy alternatives

CATEGORY DATA

Table 96 - Off-trade Sales of RTD Coffee: Volume 2018-2023
Table 97 - Off-trade Sales of RTD Coffee: Value 2018-2023
Table 98 - Off-trade Sales of RTD Coffee: % Volume Growth 2018-2023
Table 99 - Off-trade Sales of RTD Coffee: % Value Growth 2018-2023
Table 100 - NBO Company Shares of Off-trade RTD Coffee: % Volume 2019-2023
Table 101 - LBN Brand Shares of Off-trade RTD Coffee: % Volume 2020-2023
Table 102 - NBO Company Shares of Off-trade RTD Coffee: % Value 2019-2023
Table 103 - LBN Brand Shares of Off-trade RTD Coffee: % Value 2020-2023
Table 104 - Forecast Off-trade Sales of RTD Coffee: Volume 2023-2028
Table 105 - Forecast Off-trade Sales of RTD Coffee: Value 2023-2028
Table 106 - Forecast Off-trade Sales of RTD Coffee: % Volume Growth 2023-2028
Table 107 - Forecast Off-trade Sales of RTD Coffee: % Value Growth 2023-2028

RTD Tea in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade consumption buoyed by return to pre-pandemic routines
RTD tea remains the most popular type of soft drink in Taiwan

Brand owners use advanced brewing methods to create more sophisticated products

PROSPECTS AND OPPORTUNITIES

Recently launched health and wellness variants expected to perform positively

Premiumisation trend set to remain strong

More players likely to introduce kombucha products

CATEGORY DATA

Table 108 - Off-trade Sales of RTD Tea by Category: Volume 2018-2023

Table 109 - Off-trade Sales of RTD Tea by Category: Value 2018-2023

Table 110 - Off-trade Sales of RTD Tea by Category: % Volume Growth 2018-2023

Table 111 - Off-trade Sales of RTD Tea by Category: % Value Growth 2018-2023

Table 112 - Leading Flavours for Off-trade RTD Tea: % Volume 2018-2023

Table 113 - NBO Company Shares of Off-trade RTD Tea: % Volume 2019-2023

Table 114 - LBN Brand Shares of Off-trade RTD Tea: % Volume 2020-2023

Table 115 - NBO Company Shares of Off-trade RTD Tea: % Value 2019-2023

Table 116 - LBN Brand Shares of Off-trade RTD Tea: % Value 2020-2023

Table 117 - Forecast Off-trade Sales of RTD Tea by Category: Volume 2023-2028

Table 118 - Forecast Off-trade Sales of RTD Tea by Category: Value 2023-2028

Table 119 - Forecast Off-trade Sales of RTD Tea by Category: % Volume Growth 2023-2028

Table 120 - Forecast Off-trade Sales of RTD Tea by Category: % Value Growth 2023-2028

Energy Drinks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of pre-pandemic routines boosts energy drinks consumption

Competition between Red Bull and Monster continues to intensify

More affordable health-oriented brands from local producers gain ground

PROSPECTS AND OPPORTUNITIES

More players expected to launch varieties made with fruit juice and tea

Established brands will continue working to expand their target audiences

Products with functional benefits beyond energy will become more widely available

CATEGORY DATA

Table 121 - Off-trade Sales of Energy Drinks: Volume 2018-2023

Table 122 - Off-trade Sales of Energy Drinks: Value 2018-2023

Table 123 - Off-trade Sales of Energy Drinks: % Volume Growth 2018-2023

Table 124 - Off-trade Sales of Energy Drinks: % Value Growth 2018-2023

Table 125 - NBO Company Shares of Off-trade Energy Drinks: % Volume 2019-2023

Table 126 - LBN Brand Shares of Off-trade Energy Drinks: % Volume 2020-2023

Table 127 - NBO Company Shares of Off-trade Energy Drinks: % Value 2019-2023

Table 128 - LBN Brand Shares of Off-trade Energy Drinks: % Value 2020-2023

Table 129 - Forecast Off-trade Sales of Energy Drinks: Volume 2023-2028

Table 130 - Forecast Off-trade Sales of Energy Drinks: Value 2023-2028

Table 131 - Forecast Off-trade Sales of Energy Drinks: % Volume Growth 2023-2028

Table 132 - Forecast Off-trade Sales of Energy Drinks: % Value Growth 2023-2028

Sports Drinks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

End of COVID-19 restrictions and growing offer of healthier options boost retail sales
Rising average temperatures continue to broaden appeal of sports drinks
Super Supau and Pocari Sweat remain the clear leaders as competition intensifies

PROSPECTS AND OPPORTUNITIES

Producers will continue to focus on improving health credentials of sports drinks
More players likely to launch packs that provide greater convenience and portability
Rising interest in wide range of sports will create new sponsorship opportunities

CATEGORY DATA

Table 133 - Off-trade Sales of Sports Drinks: Volume 2018-2023
Table 134 - Off-trade Sales of Sports Drinks: Value 2018-2023
Table 135 - Off-trade Sales of Sports Drinks: % Volume Growth 2018-2023
Table 136 - Off-trade Sales of Sports Drinks: % Value Growth 2018-2023
Table 137 - NBO Company Shares of Off-trade Sports Drinks: % Volume 2019-2023
Table 138 - LBN Brand Shares of Off-trade Sports Drinks: % Volume 2020-2023
Table 139 - NBO Company Shares of Off-trade Sports Drinks: % Value 2019-2023
Table 140 - LBN Brand Shares of Off-trade Sports Drinks: % Value 2020-2023
Table 141 - Forecast Off-trade Sales of Sports Drinks: Volume 2023-2028
Table 142 - Forecast Off-trade Sales of Sports Drinks: Value 2023-2028
Table 143 - Forecast Off-trade Sales of Sports Drinks: % Volume Growth 2023-2028
Table 144 - Forecast Off-trade Sales of Sports Drinks: % Value Growth 2023-2028

Asian Speciality Drinks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

White fungus and auricularia judae drinks among the strongest performers
Hot weather buoys demand for traditional herbal drinks with cooling properties
Consumers show increased interest in products with digestive function benefits

PROSPECTS AND OPPORTUNITIES

South Korean brands expected to strengthen their presence in Taiwan
Leadership of Calpis brand unlikely to be challenged
Traditional beverages with reduced sugar formulas will have strong growth potential

CATEGORY DATA

Table 145 - Off-trade Sales of Asian Speciality Drinks: Volume 2018-2023
Table 146 - Off-trade Sales of Asian Speciality Drinks: Value 2018-2023
Table 147 - Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2018-2023
Table 148 - Off-trade Sales of Asian Speciality Drinks: % Value Growth 2018-2023
Table 149 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Volume 2019-2023
Table 150 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Volume 2020-2023
Table 151 - NBO Company Shares of Off-trade Asian Speciality Drinks: % Value 2019-2023
Table 152 - LBN Brand Shares of Off-trade Asian Speciality Drinks: % Value 2020-2023
Table 153 - Forecast Off-trade Sales of Asian Speciality Drinks: Volume 2023-2028
Table 154 - Forecast Off-trade Sales of Asian Speciality Drinks: Value 2023-2028
Table 155 - Forecast Off-trade Sales of Asian Speciality Drinks: % Volume Growth 2023-2028
Table 156 - Forecast Off-trade Sales of Asian Speciality Drinks: % Value Growth 2023-2028

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/soft-drinks-in-taiwan/report.