



**Euromonitor  
International**

# Other Hot Drinks in Taiwan

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chocolate-based powder benefits from an increased interest in baking  
Milo and Ovaltine continue to dominate the malt landscape in 2024  
Quaker strengthens its range, offering consumers healthier attributes

PROSPECTS AND OPPORTUNITIES

Chocolate-based drinks evolve as consumers reach for premium goods  
Use of oat milk powder as a dairy alternative is expected to increase  
Future development will focus on natural, healthy and nutritious positioning

CATEGORY DATA

- Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

Hot Drinks in Taiwan - Industry Overview

EXECUTIVE SUMMARY

- Hot drinks in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- Foodservice vs retail split
- What next for hot drinks?

MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2019-2024
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2019-2024
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2019-2024
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2019-2024
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2020-2024
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2019-2024
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2024
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

## DISCLAIMER

## SOURCES

Summary 1 - Research Sources

### About Euromonitor International

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/other-hot-drinks-in-taiwan/report](https://www.euromonitor.com/other-hot-drinks-in-taiwan/report).