



Euromonitor
International

Carbonates in Taiwan

November 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Innovations focus on healthier attributes and unique, refreshing tastes
- Sales of Apple Sidra fail to recover, following controversy in 2023
- Hey Song Sarsaparilla launches its hops drink while Coca-Cola sponsors the Olympics

PROSPECTS AND OPPORTUNITIES

- Ongoing growth for OOHA as consumers reach for reduced sugar items
- Rising competition will lead players to develop new added-value products
- The popularity of imported carbonates will rise across the forecast period

CATEGORY DATA

- Table 1 - Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024
- Table 2 - Off-trade vs On-trade Sales of Carbonates: Value 2019-2024
- Table 3 - Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024
- Table 4 - Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024
- Table 5 - Off-trade Sales of Carbonates by Category: Volume 2019-2024
- Table 6 - Off-trade Sales of Carbonates by Category: Value 2019-2024
- Table 7 - Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024
- Table 8 - Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024
- Table 9 - Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024
- Table 10 - Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024
- Table 11 - NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024
- Table 13 - NBO Company Shares of Off-trade Carbonates: % Value 2020-2024
- Table 14 - LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024
- Table 15 - Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029
- Table 16 - Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029
- Table 17 - Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029
- Table 18 - Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029
- Table 19 - Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029
- Table 20 - Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

Soft Drinks in Taiwan - Industry Overview

EXECUTIVE SUMMARY

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

MARKET DATA

- Table 21 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024
- Table 22 - Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
- Table 23 - Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
- Table 24 - Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
- Table 25 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
- Table 26 - Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
- Table 27 - Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024

Table 28 - Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024

Table 29 - Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024

Table 30 - Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024

Table 31 - Off-trade Sales of Soft Drinks by Category: Value 2019-2024

Table 32 - Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024

Table 33 - Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024

Table 34 - Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024

Table 35 - NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024

Table 36 - LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024

Table 37 - NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024

Table 38 - LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024

Table 39 - NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024

Table 40 - LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024

Table 41 - NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024

Table 42 - LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024

Table 43 - Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024

Table 44 - Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024

Table 45 - Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024

Table 46 - Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024

Table 47 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029

Table 48 - Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029

Table 49 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029

Table 50 - Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029

Table 51 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029

Table 52 - Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029

Table 53 - Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029

Table 54 - Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029

Table 55 - Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029

Table 56 - Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

APPENDIX

Fountain sales in Taiwan

Trends

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SOURCES

Summary 1 - Research Sources

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