



Euromonitor
International

HW Soft Drinks in Taiwan

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand

No sugar is leading claim in health and wellness soft drinks

Concerns about weight boost low sugar soft drinks

PROSPECTS AND OPPORTUNITIES

Health and wellness to drive product innovation

No sugar offers potential in health and wellness soft drinks, with players in sports drinks and energy drinks set to focus on healthier positioning

Immune support set to rise rapidly over forecast period, while RTD tea will continue to see success

MARKET DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 4 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

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Table 8 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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