



Euromonitor
International

Tea in Taiwan

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Companies attract a younger, health-conscious consumer base, driving growth

INDUSTRY PERFORMANCE

- Floral elements and health focus are reshaping tea consumption trends
- Fruit/herbal tea sees dynamic growth thanks to flavour innovation
- Products tailored for different demographics drive popularity of tea

WHAT'S NEXT?

- Tea sales will thrive on wellness, innovation, and changing consumer preferences
- Taiwanese tea brands will continue to blend design, flavour, and sustainability
- A sustainability and community empowerment model

COMPETITIVE LANDSCAPE

- Ten Ren Tea excels with quality, innovation, and strong consumer connection
- High and rising fragmentation in tea

CHANNELS

- Omnichannel strategies enhance consumer trust and accessibility in tea retail
- Xin Bao Shun exemplifies the changing distribution landscape

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EXECUTIVE SUMMARY

Consumers seek premium, healthy, convenient products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

- Health and changing consumer preferences are factors driving growth for hot drinks
- Greater evidence of sustainability across hot drinks
- Premiumisation and convenience come to the fore

WHAT'S NEXT?

- Growth expected as consumer preferences evolve and premiumisation is seen
- Health and sustainability will be key to success

COMPETITIVE LANDSCAPE

Intense competition drives innovation and responsiveness to consumer preferences
Dynamism for Mayushan Foods due to its local brand image and healthy products
Targeting younger generations with hot drinks which meet their needs

CHANNELS

Supermarkets leads and sees the strongest growth due to a wide product range
Various trends impact the distribution landscape
Foodservice dominates, and impacts trends in retail

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