



**Euromonitor
International**

Other Hot Drinks in Taiwan

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Table of Contents

Other Hot Drinks in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health is at the forefront in other hot drinks

INDUSTRY PERFORMANCE

Other hot drinks thrives due to health trend and nostalgia

Other plant-based hot drinks has the highest sales and sees the strongest growth

WHAT'S NEXT?

Other hot drinks is poised for further growth, with a focus on health

Health-focused innovations set to drive hot drinks in Taiwan towards natural options

Sustainability initiatives expected to impact development in other hot drinks

COMPETITIVE LANDSCAPE

Greenmax from Mayushan Foods maintains dynamism, but sees competition

Milo and Ovaltine thrive through health, innovation, and brand loyalty

CHANNELS

Supermarkets leads and is dynamic as consumers look for value and product range

Foodservice sales are low and falling

CATEGORY DATA

Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2020-2025

Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2020-2025

Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2020-2025

Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2021-2025

Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2022-2025

Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2025-2030

Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2025-2030

Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2025-2030

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Hot Drinks in Taiwan - Industry Overview

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

MARKET DATA

Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2020-2025
Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2020-2025
Table 13 - Retail Sales of Hot Drinks by Category: Volume 2020-2025
Table 14 - Retail Sales of Hot Drinks by Category: Value 2020-2025
Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2020-2025
Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2020-2025
Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2020-2025
Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2020-2025
Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2020-2025
Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2021-2025
Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2022-2025
Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2020-2025
Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2020-2025
Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2025
Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2025-2030
Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2025-2030
Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2025-2030
Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2025-2030
Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2025-2030
Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2025-2030
Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2025-2030
Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2025-2030
Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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