



Concentrates in Taiwan

January 2026

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Concentrates sales rising

INDUSTRY PERFORMANCE

Concentrates sales rise, driven by convenience and quality preferences.

Local consumers focus on quality, natural ingredients and health

WHAT'S NEXT?

Growth amid health trends and innovation challenges

The rising popularity of infused water and sparkling beverages to inspire innovation

Fruit juice powder innovation

COMPETITIVE LANDSCAPE

Increasing fragmentation

Calpis and Nestea seeing decline

CHANNELS

Supermarkets dominates concentrates sales, integrating e-commerce for convenience

Retailers offer broad range of products, including private label options

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Soft Drinks in Taiwan - Industry Overview

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Health awareness and desire for new flavours shaping demand

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INDUSTRY PERFORMANCE

Health, sustainability and innovation key to growth

Convenience stores key, but e-commerce gaining in importance

Combining sustainability and health

WHAT'S NEXT?

Health to remain a key consideration

Brands adapting to evolving consumer preferences

Sustainability concerns affecting manufacturers' strategies

COMPETITIVE LANDSCAPE

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Mix of dynamic players and established major brands

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