



Health and Wellness in Taiwan

January 2026

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EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

Rising health concerns push consumers towards more responsible purchasing decisions
Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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HW Hot Drinks in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers becoming more selective when it comes to their hot drinks

INDUSTRY PERFORMANCE

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Players lean into natural claims to attract health conscious locals
Increasing health awareness encourages consumers to reduce their caffeine intake

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HW Soft Drinks in Taiwan

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Local consumers looking for healthier ways to rehydrate

INDUSTRY PERFORMANCE

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Leading players steer towards no sugar offerings as health concerns grow
Natural claims resonate with locals

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INDUSTRY PERFORMANCE

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No sugar claims increasing in popularity

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INDUSTRY PERFORMANCE

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HW Staple Foods in Taiwan

KEY DATA FINDINGS

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- The target audience for gluten free staple foods continues to expand
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