



Euromonitor  
International

# Energy Drinks in Taiwan

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## Energy Drinks in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Energy drinks evolving to meet changing consumer demand

#### INDUSTRY PERFORMANCE

Energy drinks thrives

Innovation broadens appeal and maintains interest

#### WHAT'S NEXT?

Energy drinks evolving towards multi-functional products

Monster Energy effectively engages Taiwan's youth with innovative marketing strategies

Red Bull champions sustainability through recycling and eco-friendly practices

#### COMPETITIVE LANDSCAPE

Local player leads

Red Bull tops the rankings in value terms

#### CHANNELS

Convenience stores dominates Taiwan's energy drinks market with strategic promotions

Supermarkets captures bulk buying and family consumption

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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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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

Uni-President Enterprises Corp out in front

Mix of dynamic players and established major brands

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#### About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/energy-drinks-in-taiwan/report](http://www.euromonitor.com/energy-drinks-in-taiwan/report).