



Euromonitor
International

Spirits in Taiwan, China

August 2026

Table of Contents

[Spirits in Taiwan, China - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Buichladdich and Kavalan Drive Premiumisation as Inflation Curbs Volume

Chart 1 - Renowned Scottish Winery Buichladdich Launched Its Premium Whisky in Taiwan in 2025

Kavalan and Jack Daniel Engage Youth through Collaborative Experiences

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Bartenders Leverage Domestic Ingredients to Diversify Cocktail Offerings

Local Brands Shift From Tastings to Outdoor Lifestyle Activations

Whiskies Sustain Leadership as White Spirits Accelerate on Local Appeal

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kinmen Kaoliang and Taiwan Tobacco Defend Leadership as Smaller Brands Seek Growth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Food and Drink Specialists Build Loyalty with Tailored Experiences

Independent Retailers Engage Youth through Cultural Collaborations

Online Prohibition Limits Digital Disruption as Physical Stores Prevail

ECONOMIC CONTEXT

Chart 8 - Economic Context for Spirits

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Spirits

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Taiwan, China - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

Buckskin Introduces Zero-Carb Beer, Expanding No and Low Alcohol Choices

Rtds Attract Younger Consumers as Wine Loses Ground to New Formats

Taihu and Sc Lab Collaborate, Driving Premiumisation and Cultural Innovation

Chart 15 - In 2025, local brand Taihu partnered with tea distillation specialist SC Lab to develop a new RTD offering.

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Brands Target Younger Adults with Cocktails and Modern Design

Local Flavours and Health Trends Drive Innovation and Responsible Drinking

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Alcoholic Drinks

Heineken'S Local Production and Secondary Brands Intensify Competition as the Established Leader Loses Ground

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Convenience Stores Drive Sustained Sales with Proximity and Promotions

Legal Restrictions Limit Online Alcohol Sales to Niche Non-Alcoholic Drinks

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

PRODUCTS

King Car and Taihu Spark Growth with Nolo and Local Flavour Launches

Product Launches Reshape Consumer Expectations and Drive Channel Adaptation

Incumbents Lose Share as Secondary Brands and Innovation Intensify Rivalry

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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