



Euromonitor
International

Cider/Perry in Taiwan, China

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cider/Perry Summary

INDUSTRY PERFORMANCE

Taihu and Ugly Half Beer Energise Product Innovation Amid Shifting Preferences
Ugly Half Beer Reinvents Cider/Perry with Targeted Label Redesign
Chart 1 - Local beer brand Ugly Half upgraded its cider wine label design in 2026
Taihu Leverages the Lunar New Year to Drive Premium Cider/Perry Adoption
Chart 2 - Local player Taihu launched a new product in 2026
Chart 3 - Volume Sales 2020-2030
Chart 4 - Volume Sales by Category 2025

WHAT'S NEXT?

Health-Focused Reformulations Drive Resilience in Declining Volumes
Tea and Fruit Infusion Reinvents Cider Appeal for Younger Drinkers
Chart 5 - Forecast Volume Sales 2020-2030
Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Strongbow and Somersby Sustain Dominance as New Entrants Innovate
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Convenience Stores Extend Reach as Supermarkets Seek Growth
Legal Barriers Stall E-Commerce, Offline Remains Unchallenged

ECONOMIC CONTEXT

Chart 9 - Economic Context for Cider/Perry
Chart 10 - Real Gdp Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Cider/Perry
Chart 13 - Population 2020-2030
Chart 14 - 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 15 - 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 16 - In 2025, local brand Taihu partnered with tea distillation specialist SC Lab to develop a new RTD offering.

Chart 17 - Volume Sales 2020-2030

Chart 18 - 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 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 21 - Analyst Insight for Alcoholic Drinks

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

Chart 22 - Company Shares 2025

Chart 23 - 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 24 - Economic Context for Alcoholic Drinks

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Alcoholic Drinks

Chart 28 - Population 2020-2030

Chart 29 - 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/cider-perry-in-taiwan-china/report.