



Euromonitor
International

Tea in Taiwan

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Companies attract a younger, health-conscious consumer base, driving growth

INDUSTRY PERFORMANCE

Floral elements and health focus are reshaping tea consumption trends
Fruit/herbal tea sees dynamic growth thanks to flavour innovation
Products tailored for different demographics drive popularity of tea

WHAT'S NEXT?

Tea sales will thrive on wellness, innovation, and changing consumer preferences
Taiwanese tea brands will continue to blend design, flavour, and sustainability
A sustainability and community empowerment model

COMPETITIVE LANDSCAPE

Ten Ren Tea excels with quality, innovation, and strong consumer connection
High and rising fragmentation in tea

CHANNELS

Omnichannel strategies enhance consumer trust and accessibility in tea retail
Xin Bao Shun exemplifies the changing distribution landscape

CATEGORY DATA

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EXECUTIVE SUMMARY

Consumers seek premium, healthy, convenient products

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Health and changing consumer preferences are factors driving growth for hot drinks
Greater evidence of sustainability across hot drinks
Premiumisation and convenience come to the fore

WHAT'S NEXT?

Growth expected as consumer preferences evolve and premiumisation is seen
Health and sustainability will be key to success

COMPETITIVE LANDSCAPE

Intense competition drives innovation and responsiveness to consumer preferences
Dynamism for Mayushan Foods due to its local brand image and healthy products
Targeting younger generations with hot drinks which meet their needs

CHANNELS

Supermarkets leads and sees the strongest growth due to a wide product range
Various trends impact the distribution landscape
Foodservice dominates, and impacts trends in retail

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