



Beer in Taiwan, China

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Beer Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beer

INDUSTRY PERFORMANCE

Kirin and Sunmai Respond to Shifting Drinking Habits with Innovation and Localisation

Sunmai and Kirin Drive Value with Nolo Innovation and Local Culture

Strong Economic Rebound Offers Limited Relief as Health and Price Concerns Persist

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Heineken Shifts to Local Production as New Brands Narrow the Gap

Taiwan Beer and Kirin Deepen Cultural Bonds to Retain Drinkers

Sustainability and Innovation Shape Product Launches and Marketing

Chart 4 - Forecast Volume Sales 2020-2030

Chart 5 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 6 - Analyst Insight for Beer

Taiwan Tobacco and Liquor Corp's Lead Narrows as Rivals Gain Ground

Heineken's Local Production and New Launches Drive Competition

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

7-11 Leverages Nationwide Reach and Fresh Draft to Cement Lead

Poya Expands Shelf Space and Launches Craft Collaborations to Attract New Drinkers

Strict Regulations Limit Online Sales to Non-Alcoholic Beer Despite Digital Readiness

PRODUCTS

Kirin and Sunmai Attract Health-Focused and Adventurous Drinkers

Kirin and Beer Belly Launch Nolo and Functional Beers to Widen Appeal

Chart 9 - Major Beer Brands Launched Non-Alcoholic Ranges in 2026

Beer Brands Expand Product Lines to Offset Declining Demand

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beer

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beer

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - 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 17 - In 2025, local brand Taihu partnered with tea distillation specialist SC Lab to develop a new RTD offering.

Chart 18 - Volume Sales 2020-2030

Chart 19 - 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 20 - Forecast Volume Sales 2020-2030

Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 22 - Analyst Insight for Alcoholic Drinks

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

Chart 23 - Company Shares 2025

Chart 24 - 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 25 - Economic Context for Alcoholic Drinks

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Alcoholic Drinks

Chart 29 - Population 2020-2030

Chart 30 - 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/beer-in-taiwan-china/report.