



Euromonitor
International

Carbonates in Taiwan

January 2026

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Carbonates in Taiwan - Category analysis

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2025 DEVELOPMENTS

Rising health awareness and expanding product range

INDUSTRY PERFORMANCE

Reduced sugar variants leading growth

Popular in foodservice

WHAT'S NEXT?

Further growth expected

Pepsi targets health-conscious consumers with innovation

Companies enhancing sustainability initiatives

COMPETITIVE LANDSCAPE

Coca-Cola and Hey Song dominate carbonates in Taiwan

Shifting competitive dynamics

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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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INDUSTRY PERFORMANCE

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

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