



# Juice in Taiwan

January 2026

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Health and wellness shaping demand

### INDUSTRY PERFORMANCE

Consumers looking for healthy drinks options

Coconut water thrives as consumers prioritise natural, healthy beverage choices

### WHAT'S NEXT?

Health to remain a key driver of growth

Birch sap juices emerge as popular niche

Swire Coca-Cola Taiwan excels in sustainability and community engagement initiatives

### COMPETITIVE LANDSCAPE

Minute Maid benefits from global player's resources, distribution network and marketing strength

Intense competition in coconut water

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Multi-channel retail strategy

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## Soft Drinks in Taiwan - Industry Overview

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Health awareness and desire for new flavours shaping demand

### KEY DATA FINDINGS

### 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

Uni-President Enterprises Corp out in front

Mix of dynamic players and established major brands

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