

## **Carbonates in Taiwan**

Market Direction | 2024-11-25 | 32 pages | Euromonitor

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### **Report description:**

As health consciousness continued to rise in 2024, consumer demand for soft drinks evolved. Carbonates that are light, refreshing, and offer a unique taste gained ground. In addition, favoured flavours included products mixed with refreshing fruit juices such as grape, lemon, grapefruit, and apple, which are often perceived as healthier options.

Euromonitor International's Carbonates in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cola Carbonates, Non-Cola Carbonates, Reduced Sugar Carbonates, Regular Carbonates.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Carbonates market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

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List Of Contents And Tables

CARBONATES IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovations focus on healthier attributes and unique, refreshing tastes

Sales of Apple Sidra fail to recover, following controversy in 2023

Hey Song Sarsaparilla launches its hops drink while Coca-Cola sponsors the Olympics

PROSPECTS AND OPPORTUNITIES

Ongoing growth for OOHA as consumers reach for reduced sugar items

Rising competition will lead players to develop new added-value products

The popularity of imported carbonates will rise across the forecast period

CATEGORY DATA

Table 1 Off-trade vs On-trade Sales of Carbonates: Volume 2019-2024

Table 2 Off-trade vs On-trade Sales of Carbonates: Value 2019-2024

Table 3 Off-trade vs On-trade Sales of Carbonates: % Volume Growth 2019-2024

Table 4 Off-trade vs On-trade Sales of Carbonates: % Value Growth 2019-2024

Table 5 Off-trade Sales of Carbonates by Category: Volume 2019-2024

Table 6 Off-trade Sales of Carbonates by Category: Value 2019-2024

Table 7 Off-trade Sales of Carbonates by Category: % Volume Growth 2019-2024

Table 8 Off-trade Sales of Carbonates by Category: % Value Growth 2019-2024

Table 9 Total Sales of Carbonates by Fountain On-trade: Volume 2019-2024

Table 10 □Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2019-2024

Table 11 □NBO Company Shares of Off-trade Carbonates: % Volume 2020-2024

Table 12 □LBN Brand Shares of Off-trade Carbonates: % Volume 2021-2024

Table 13 □NBO Company Shares of Off-trade Carbonates: % Value 2020-2024

Table 14 □LBN Brand Shares of Off-trade Carbonates: % Value 2021-2024

Table 15 □Forecast Off-trade Sales of Carbonates by Category: Volume 2024-2029

Table 16 □Forecast Off-trade Sales of Carbonates by Category: Value 2024-2029

Table 17 □Forecast Off-trade Sales of Carbonates by Category: % Volume Growth 2024-2029

Table 18 □Forecast Off-trade Sales of Carbonates by Category: % Value Growth 2024-2029

Table 19 □Forecast Total Sales of Carbonates by Fountain On-trade: Volume 2024-2029

Table 20 □Forecast Total Sales of Carbonates by Fountain On-trade: % Volume Growth 2024-2029

SOFT DRINKS IN TAIWAN

EXECUTIVE SUMMARY

Soft drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

MARKET DATA

Table 21 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2019-2024

Table 22	Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2019-2024
Table 23	Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2019-2024
Table 24	Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2019-2024
Table 25	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2024
Table 26	Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2024
Table 27	Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2024
Table 28	Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2024
Table 29	Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2019-2024
Table 30	Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2019-2024
Table 31	Off-trade Sales of Soft Drinks by Category: Value 2019-2024
Table 32	Off-trade Sales of Soft Drinks by Category: % Value Growth 2019-2024
Table 33	Sales of Soft Drinks by Total Fountain On-trade: Volume 2019-2024
Table 34	Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2019-2024
Table 35	NBO Company Shares of Total Soft Drinks (RTD): % Volume 2020-2024
Table 36	LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2021-2024
Table 37	NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2020-2024
Table 38	LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2021-2024
Table 39	NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2024
Table 40	LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2021-2024
Table 41	NBO Company Shares of Off-trade Soft Drinks: % Value 2020-2024
Table 42	LBN Brand Shares of Off-trade Soft Drinks: % Value 2021-2024
Table 43	Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2019-2024
Table 44	Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2019-2024
Table 45	Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2019-2024
Table 46	Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2024
Table 47	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2024-2029
Table 48	Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2024-2029
Table 49	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2024-2029
Table 50	Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2024-2029
Table 51	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2024-2029
Table 52	Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2024-2029
Table 53	Forecast Off-trade Sales of Soft Drinks by Category: Value 2024-2029
Table 54	Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2024-2029
Table 55	Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2024-2029
Table 56	Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2024-2029

## APPENDIX

Fountain sales in Taiwan

Trends

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SOURCES

Summary 1 Research Sources

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