

Carbonates in Taiwan

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

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

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:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Carbonates in Taiwan

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

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-06
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com