



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

CHANNELS

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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

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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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Mix of dynamic players and established major brands

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Convenience stores key to distribution

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