



**Euromonitor
International**

Energy Drinks in Taiwan

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Energy Drinks in Taiwan - Category analysis

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2025 DEVELOPMENTS

Energy drinks evolving to meet changing consumer demand

INDUSTRY PERFORMANCE

Energy drinks thrives

Innovation broadens appeal and maintains interest

WHAT'S NEXT?

Energy drinks evolving towards multi-functional products

Monster Energy effectively engages Taiwan's youth with innovative marketing strategies

Red Bull champions sustainability through recycling and eco-friendly practices

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Local player leads

Red Bull tops the rankings in value terms

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Convenience stores dominates Taiwan's energy drinks market with strategic promotions

Supermarkets captures bulk buying and family consumption

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Health, sustainability and innovation key to growth

Convenience stores key, but e-commerce gaining in importance

Combining sustainability and health

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Health to remain a key consideration

Brands adapting to evolving consumer preferences

Sustainability concerns affecting manufacturers' strategies

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