

**Voluntary Report** – Voluntary - Public Distribution

**Date:** September 18, 2025

**Report Number:** TW2025-0023

**Report Name:** Taiwan Soft Drinks Market Overview

**Country:** Taiwan

**Post:** Taipei ATO

**Report Category:** Beverages

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**Report Highlights:**

Taiwan, the birthplace of boba (bubble tea), is a major consumer of soft drinks, including tea, juice, coffee, and carbonated beverages. In 2024, Taiwan imported \$177.5 million worth of soft drinks, of which \$6.8 million came from the United States. Taiwanese consumers are increasingly drawn to products that are low in sugar and calories and made with natural ingredients. This report provides an overview of market trends, consumer preferences, key importers, and labeling requirements, along with recommendations for U.S. exporters seeking to capture opportunities in this dynamic market.

## Overview

Taiwan is a small island with strong purchasing power. According to Taiwan's Directorate-General of Budget, Accounting and Statistics, the market's 2025 GDP per capita is poised to reach \$38,066, which will surpass its powerhouse neighbor South Korea for the first time in the past 22 years. In 2024, Taiwan's 23 million citizens consumed \$3.8 billion in U.S. agricultural and related products, of which \$2.1 billion were consumer-oriented goods – making it the eighth largest agricultural export market for the United States.

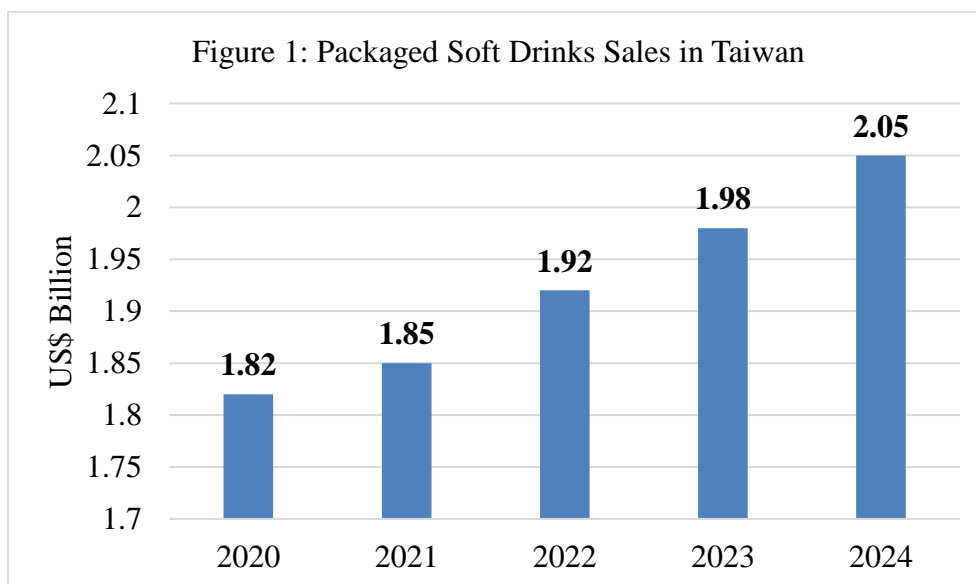
Taiwan's population is fairly balanced between men and women. People aged between 15 to 64 account for 70 percent of the total population, with 19 percent aged 65 and above. This growing segment reflects Taiwan's rapidly aging society.

## Packaged Soft Drinks Market

Taiwan's soft drinks market can be divided into three main segments: boba shops, coffee shops, and packaged drinks.

- Coffee shops are sit-down establishments with drinks ranging from \$8.3 to \$10.
- Boba shops serve grab-and-go beverages, typically ranging from \$1.7 to \$4.3.
- Packaged drinks, sold in convenience stores and supermarkets, are generally priced at \$1 to \$1.7.

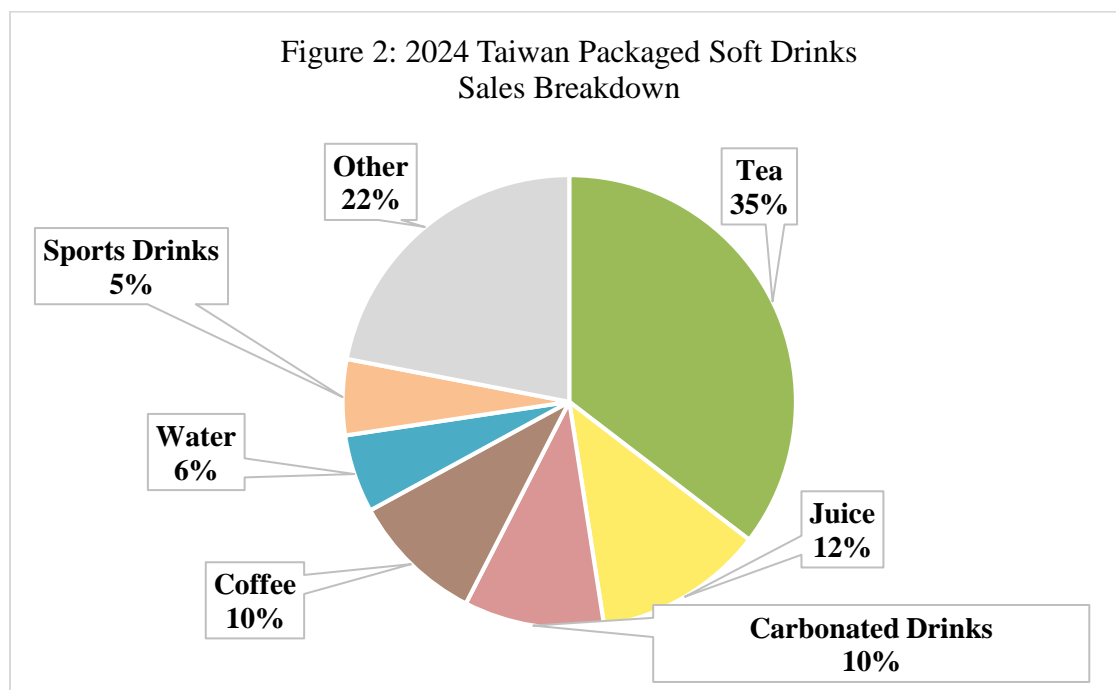
According to Taiwan Ministry of Economic Affairs, packaged drink sales in Taiwan have shown steady growth in the last 10 years, while boba shop sales have stagnated due to noticeable price increases.



Source: Taiwan Ministry of Economic Affairs

A regulatory change has created a timely opening to introduce no-added-sugar products that align with Taiwan’s health-conscious consumption trends. Packaged drinks in Taiwan are subject to a 15 percent commodity tax. In August 2025, authorities amended the Commodity Tax Act to exempt “non-alcoholic packaged drinks with no added sugar” from the tax. This bipartisan change shows the government’s commitment to improving public health. For U.S. exporters, this policy shift creates an attractive opportunity. U.S. drink manufacturers already offer a wide variety of non-alcoholic and no-sugar beverages.

Tea remains the top-performing soft drink in Taiwan, supported by the island’s rich tea culture and consumer familiarity with black, green, and many more tea varieties, such as barley tea and mesona tea. Compared to other soft drink categories, tea consumers are more open to new and innovative flavors. This is followed by juice, which allows consumers to quickly and conveniently fulfill their daily vitamin and fiber needs. Carbonated drinks place third, benefiting from added nutrients and low-calorie options. Meanwhile, coffee has been losing market share, as many consumers prefer freshly brewed coffee from coffee shops and convenience stores.



Source: Taiwan Ministry of Economic Affairs

## **Foreign Products**

Taiwanese consumers are trendy with an internationalized palate. They have a particularly high regard for Japanese and South Korean products due to cultural popularity, as well as name brands from the US.

Table 1: 2024 Soft Drink Import Value to Taiwan			
Ranking	Country	Import Value	Market Share
1	Japan	\$23,288,000	27.63%
2	South Korea	\$11,607,000	13.77%
3	Austria	\$11,280,000	13.38%
4	Malaysia	\$7,145,000	8.48%
5	Germany	\$6,368,000	7.55%
9	USA	\$2,205,000	2.62%

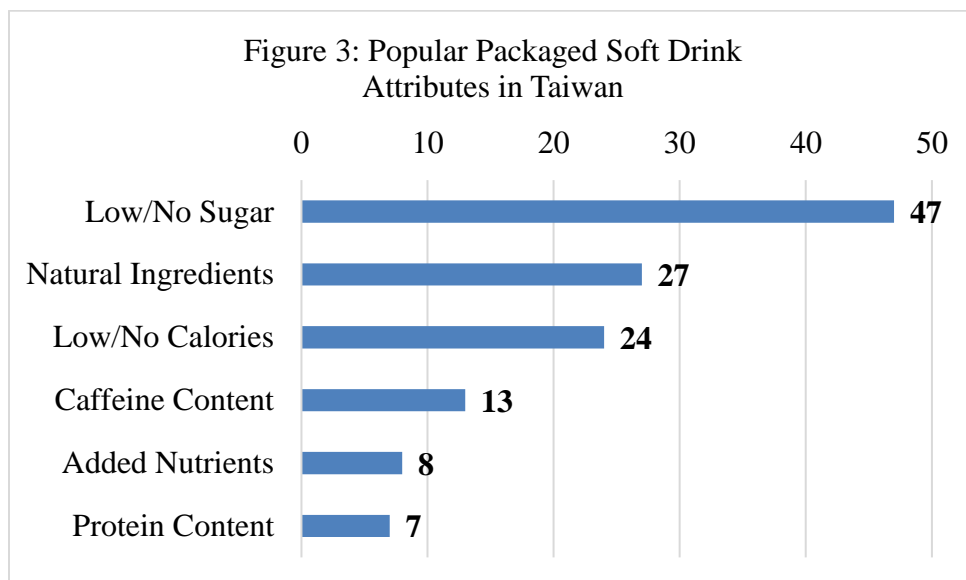
Source: Taiwan customs; HS code 2202: waters, including mineral waters and aerated waters, containing added sugar or other sweetening matter or flavored, and other non-alcoholic beverages

Table 2: 2024 Juice Import Value to Taiwan			
Ranking	Country	Import Value	Market Share
1	China	\$15,990,000	17.15%
2	Thailand	\$15,551,000	16.68%
3	Israel	\$11,945,000	12.81%
4	Vietnam	\$9,065,000	9.72%
5	Brazil	\$6,272,000	6.73%
7	USA	\$4,605,000	4.94%

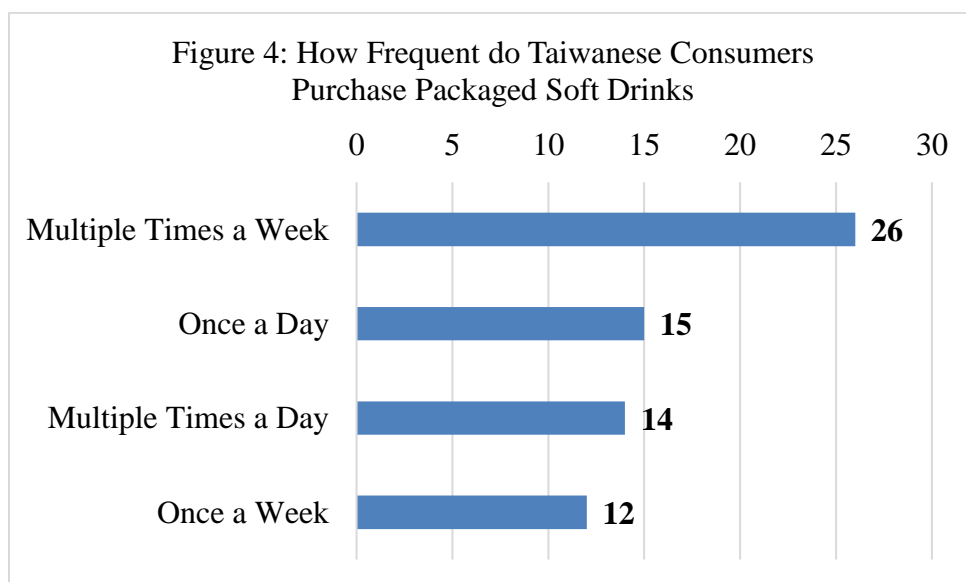
Source: Taiwan customs; HS code 2009: fruit or nut juices and vegetable juices, unfermented and not containing added spirit, whether containing added sugar or other sweetening matter

## Consumer Preferences

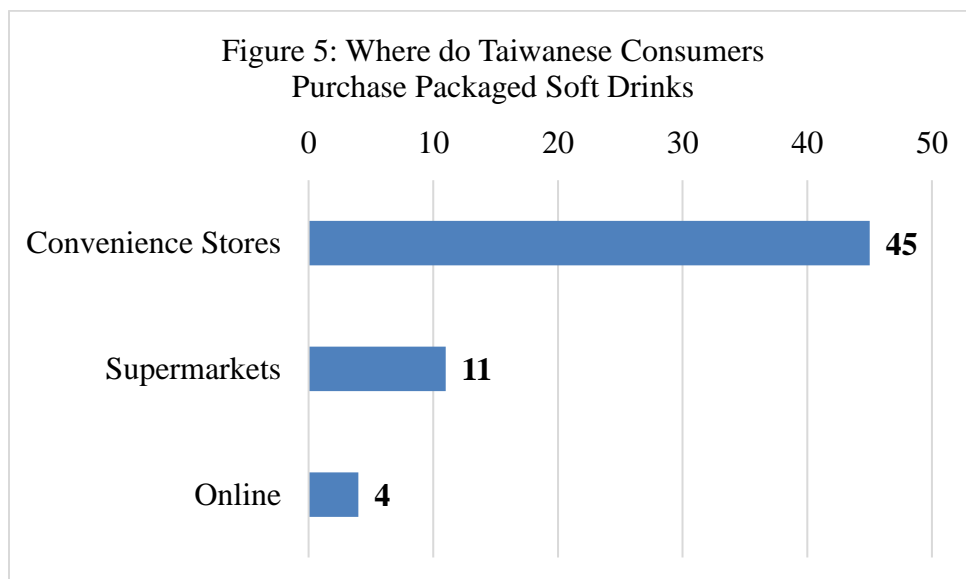
ATO Taipei conducted a consumer survey during the Food Taipei trade show to learn the most influential factors in Taiwanese consumers' decision making when purchasing soft drinks. 67 consumers were surveyed; among them, 28 were male, 39 were female, 57 percent were aged between 20 to 39, and 39 percent were aged 40 to 59. Below are the survey findings.



Source: ATO Taipei Survey



Source: ATO Taipei Survey



Source: ATO Taipei Survey

### **Key Importers**

There are several importers in Taiwan that are experienced in importing packaged soft drinks. With new-to-market products, importers usually prefer to try out small quantities to test the market. Moreover, importers have stronger confidence in name brands. Below is a list of experienced importers in the market.

<b>Table 3: Major Packaged Soft Drink Importers in Taiwan</b>	
<b>Company Name</b>	<b>Website</b>
Carrefour Taiwan	<a href="http://www.carrefour.com.tw">www.carrefour.com.tw</a>
Emporium Corporation	<a href="http://www.emporium.com.tw">www.emporium.com.tw</a>
Grand Global Trading Co., Ltd	<a href="http://www.grandglobal.com.tw">www.grandglobal.com.tw</a>
IUT International Trade Co., Ltd.	<a href="http://www.dutchhouse.com.tw">www.dutchhouse.com.tw</a>
Kolsun International Ltd.	<a href="http://www.kolsun.com.tw">www.kolsun.com.tw</a>
Tait Marketing & Distribution Co., Ltd.	<a href="http://www.tait.com.tw">www.tait.com.tw</a>
THL Taiwan Hsin Lin Enterprises Co., Ltd.	<a href="http://www.thl.com.tw">www.thl.com.tw</a>

## **Import Requirements**

Taiwan Food and Drug Administration (TFDA) requires all retail food products entering Taiwan to have proper labeling in traditional character Mandarin. The following information must be included on the label. Exporters will need to consider translation and label production costs.

- name of the commodity
- the name, telephone number, and address of the producer or manufacturer
- country of origin
- name, telephone number, and address of the importer
- contents or composition of the commodity, including ingredients and additives used
- net weight, volume or quantity, or measurements given in statutory measuring units
- date of manufacture in either the Chinese calendar or Gregorian calendar
- date of expiration, expressed as year, month, date, and not expressed in code
- conditions of storage should be indicated if not shelf stable

All packaged food and beverages should also have a nutritional label that follows the regulations on nutrition claims for prepackaged food products. All packaged drinks that have a caffeine content over 20 milligram (mg) in 100 milliliters (ml) should label the actual content of caffeine. If the caffeine content is between 2-20 mg/100ml, the products can be labeled as 'below 20mg/100ml'. For more information, please see Taiwan's [Food and Agricultural Import Regulations and Standards Report](#).

## **Recommendations for U.S. Exporters**

Small-to-medium sized exporters should work with the appropriate U.S. State Regional Trade Group (SRTG) to take advantage of their marketing resources and promotion support in Taiwan.

<b>State Reginal Groups</b>	<b>Website</b>	<b>States</b>
Food Export – Northeast	<a href="https://www.foodexport.org/about/food-export-northeast">https://www.foodexport.org/about/food-export-northeast</a>	Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Food Export – Midwest	<a href="https://www.foodexport.org/about/food-export-midwest">https://www.foodexport.org/about/food-export-midwest</a>	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin
Southern U.S. Trade Association (SUSTA)	<a href="https://www.susta.org/">https://www.susta.org/</a>	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Puerto Rico, Virginia,

Western U.S. Agricultural Trade Association (WUSATA)	<a href="https://www.wusata.org/">https://www.wusata.org/</a>	West Virginia Alaska, Arizona, American Samoa, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming
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For experienced exporters, ATO Taipei recommends exhibiting in the [Taipei International Food Show](#), the biggest food show in Taiwan. It's held annually in June. It is a great venue to debut new products, meet potential business partners, learn market structure, and maintain established relationships. The office organizes a USA Pavilion in the show every year, provides a market briefing, and holds a product showcase to help U.S. exporters build business relationships with local importers, traders, wholesalers, and retailers. The show date in 2026 will be June 24-27.

#### **Contact Agricultural Trade Office Taipei**



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**Attachments:**

No Attachments.