

Alcoholic Drinks in Taiwan

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Report description:

In an effort to contain the spread of COVID-19, Taiwan implemented a level three lockdown from 15 May to 26 July 2021, which discouraged consumers from eating and drinking in public venues. Many restaurants and bars voluntarily closed or turned to delivery only; however, since alcoholic drinks are not allowed to be sold on delivery platforms, brands had to look for sales opportunities elsewhere. Some brands launched subscription or membership services through which they delivered products direct...

Euromonitor International's Alcoholic Drinks 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 (2017-2021), 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 or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks 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.

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KEY DATA FINDINGS

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