

Beer in Taiwan

Market Direction | 2022-07-07 | 31 pages | Euromonitor

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Report description:

The younger generation of drinkers in Taiwan are becoming increasingly health conscious, with this being fuelled in part by COVID-19, which has caused some people to reflect on their lifestyle choices. This helped to drive increasing demand for low sugar and low carb beer, especially among female drinkers. In line with this trend, Taiwan Kirin Beer Co Ltd launched Kirin Green Label, which contains 70% less sugar. Following the low sugar and low carbs trends, other healthier beer options have als...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- * Get a detailed picture of the Beer 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.

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