

Spirits in Taiwan

Market Direction | 2022-07-07 | 34 pages | Euromonitor

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Report description:

Consumption of spirits was already in decline before the outbreak of COVID-19, but the pandemic hastened the trend in 2020 and especially 2021. This was partly due to the movement towards healthier lifestyles, but on-trade sales also suffered particularly steep declines as Taiwan went into lockdown for several months in 2021. Even as outlets reopened some consumers remained reluctant to visit them due to fears over contracting COVID-19.

Euromonitor International's Spirits 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: Brandy and Cognac, Liqueurs, Non Alcoholic Spirits, Other Spirits, Rum, Tequila (and Mezcal), Whiskies, White Spirits.

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

Why buy this report?

- * Get a detailed picture of the Spirits 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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Health concerns and on-trade restrictions put a further dent in sales of spirits

Memorial spirits used to promote local tourism

At-home cocktail packs fail to take off

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Brands target a younger audience

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Products designed for the local market finding appeal

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