

Asian Speciality Drinks in Taiwan

Market Direction | 2022-12-08 | 27 pages | Euromonitor

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Report description:

Asian speciality drinks saw stagnant volume growth for the third consecutive year in 2022, despite a continuation of health and wellness trends arising from COVID-19. On-trade channels remained affected by the pandemic, having failed to recover from the steep declines registered in 2020 and 2021. By contrast, off-trade volume sales remained stable throughout the pandemic, as consumers became more aware of the importance of gut health to maintain a healthy immune system. Calpis (Calpis Taiwan Co...

Euromonitor International's Asian Speciality 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

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

Why buy this report?

- * Get a detailed picture of the Asian Speciality 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.

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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