

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.

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Leading players seek to broaden the appeal of their brands through the launch of new flavours and celebrity endorsements

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