

Tea in Taiwan

Market Direction | 2022-12-07 | 23 pages | Euromonitor

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Report description:

Retail sales of tea saw only modest growth in volume terms in 2022, a slight improvement over 2021. On-trade volume sales did not fare much better in terms of growth, in contrast to the dynamic performance of the previous year. On-trade sales slumped in 2020, as measures put in place to contain the COVID-19 virus, including social distancing and restrictions on indoor dining, led to a reduction in visits to foodservice outlets. However, while on-trade sales of tea made a strong recovery in 2021,...

Euromonitor International's Tea 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: Black Tea, Fruit/Herbal Tea, Green Tea, Instant Tea, Other Tea.

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

Why buy this report?

- * Get a detailed picture of the Tea 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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TEA IN TAIWAN

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Bubble tea shops help to generate sales

Established players come under pressure from smaller rivals, as consumers embrace premium brands

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Health and wellness trends will continue to drive growth, combined with government efforts to promote tea drinking

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