

Alcoholic Drinks in Taiwan

Market Direction | 2023-07-10 | 69 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2022, the local alcohol industry in Taiwan continued to struggle following the outbreak of COVID-19, with bars and restaurants remaining well below capacity compared to 2019. This led to a dominance of sales in the off-trade, with an off-trade/on-trade split of 80:20. Despite the challenges noted by the off-trade, overall total volume growth improved, recording positive growth compared to the decline in the previous two years.

Euromonitor International's Alcoholic 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 (2018-2022), 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 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- * Get a detailed picture of the Alcoholic 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Alcoholic Drinks in Taiwan
Euromonitor International
July 2023

List Of Contents And Tables

ALCOHOLIC DRINKS IN TAIWAN

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 1 Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 1 Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 2 Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 3 Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 4 Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 5 Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 6 Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 7 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 8 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 9 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 10 Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 11 GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 12 Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 13 Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 14 Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 15 □Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 16 □Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 17 □Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

BEER IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

The beer landscape records steady growth following the outbreak of COVID-19

Craft Beer maintains sales through premiumisation and a wide range of flavours

Consumers are drawn towards healthier beer options

PROSPECTS AND OPPORTUNITIES

Seasonal and local flavours to bolster the landscape forward

China's suspension of Taiwan beer exports may impact the long-term forecast

Solid potential and growth opportunities found in non/low alcohol beer

CATEGORY BACKGROUND

Lager price band methodology

Summary 3 □Lager by Price Band 2022

CATEGORY DATA

Table 18 Sales of Beer by Category: Total Volume 2017-2022

Table 19 Sales of Beer by Category: Total Value 2017-2022

Table 20 Sales of Beer by Category: % Total Volume Growth 2017-2022

Table 21 Sales of Beer by Category: % Total Value Growth 2017-2022

Table 22 Sales of Beer by Off-trade vs On-trade: Volume 2017-2022

Table 23 Sales of Beer by Off-trade vs On-trade: Value 2017-2022

Table 24 Sales of Beer by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 25 Sales of Beer by Off-trade vs On-trade: % Value Growth 2017-2022

Table 26 Sales of Beer by Craft vs Standard 2017-2022

Table 27 □GBO Company Shares of Beer: % Total Volume 2018-2022

Table 28 □NBO Company Shares of Beer: % Total Volume 2018-2022

Table 29 □LBN Brand Shares of Beer: % Total Volume 2019-2022

Table 30 □Forecast Sales of Beer by Category: Total Volume 2022-2027

Table 31 □Forecast Sales of Beer by Category: Total Value 2022-2027

Table 32 □Forecast Sales of Beer by Category: % Total Volume Growth 2022-2027

Table 33 □Forecast Sales of Beer by Category: % Total Value Growth 2022-2027

WINE IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Wine consumption grows as locals embrace the wine-drinking culture

Wine benefits from consumers changing attitudes as e-commerce sales rise

Consumers under 40-years-old drive growth, seeking new taste experiences from wine

PROSPECTS AND OPPORTUNITIES

The wine landscape will see a decrease due to extreme weather

Alternative countries for wine production become more visible

Domestic production faces challenges despite government promotion

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 34 Sales of Wine by Category: Total Volume 2017-2022
 Table 35 Sales of Wine by Category: Total Value 2017-2022
 Table 36 Sales of Wine by Category: % Total Volume Growth 2017-2022
 Table 37 Sales of Wine by Category: % Total Value Growth 2017-2022
 Table 38 Sales of Wine by Off-trade vs On-trade: Volume 2017-2022
 Table 39 Sales of Wine by Off-trade vs On-trade: Value 2017-2022
 Table 40 Sales of Wine by Off-trade vs On-trade: % Volume Growth 2017-2022
 Table 41 Sales of Wine by Off-trade vs On-trade: % Value Growth 2017-2022
 Table 42 Sales of Still Red Wine by Price Segment: % Off-trade Volume 2017-2022
 Table 43 □Sales of Still Rose Wine by Price Segment: % Off-trade Volume 2017-2022
 Table 44 □Sales of Still White Wine by Price Segment: % Off-trade Volume 2017-2022
 Table 45 □Sales of Other Sparkling Wine by Price Segment: % Off-trade Volume 2017-2022
 Table 46 □GBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
 Table 47 □NBO Company Shares of Still Light Grape Wine: % Total Volume 2018-2022
 Table 48 □LBN Brand Shares of Still Light Grape Wine: % Total Volume 2019-2022
 Table 49 □GBO Company Shares of Champagne: % Total Volume 2018-2022
 Table 50 □NBO Company Shares of Champagne: % Total Volume 2018-2022
 Table 51 □LBN Brand Shares of Champagne: % Total Volume 2019-2022
 Table 52 □GBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
 Table 53 □NBO Company Shares of Other Sparkling Wine: % Total Volume 2018-2022
 Table 54 □LBN Brand Shares of Other Sparkling Wine: % Total Volume 2019-2022
 Table 55 □GBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
 Table 56 □NBO Company Shares of Non-grape Wine: % Total Volume 2018-2022
 Table 57 □LBN Brand Shares of Non-grape Wine: % Total Volume 2019-2022
 Table 58 □Forecast Sales of Wine by Category: Total Volume 2022-2027
 Table 59 □Forecast Sales of Wine by Category: Total Value 2022-2027
 Table 60 □Forecast Sales of Wine by Category: % Total Volume Growth 2022-2027
 Table 61 □Forecast Sales of Wine by Category: % Total Value Growth 2022-2027

SPIRITS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

A solid recovery is driven by rising incomes and growing awareness

Off-trade dominates sales as the use of e-commerce rises

Younger adult consumers of legal drinking age are the target demographic

PROSPECTS AND OPPORTUNITIES

Craft spirits become a larger part of the local spirits industry

The increasing popularity of the cocktail culture presents growth opportunities

Government support will be key for the future growth of local spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

Summary 4 Benchmark Brands 2022

CATEGORY DATA

Table 62 Sales of Spirits by Category: Total Volume 2017-2022
 Table 63 Sales of Spirits by Category: Total Value 2017-2022
 Table 64 Sales of Spirits by Category: % Total Volume Growth 2017-2022
 Table 65 Sales of Spirits by Category: % Total Value Growth 2017-2022
 Table 66 Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 67 Sales of Spirits by Off-trade vs On-trade: Value 2017-2022

Table 68 Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 69 Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022

Table 70 Sales of Dark Rum by Price Platform: % Total Volume 2017-2022

Table 71 □Sales of White Rum by Price Platform: % Total Volume 2017-2022

Table 72 □Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022

Table 73 □Sales of English Gin by Price Platform: % Total Volume 2017-2022

Table 74 □Sales of Vodka by Price Platform: % Total Volume 2017-2022

Table 75 □Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022

Table 76 □GBO Company Shares of Spirits: % Total Volume 2018-2022

Table 77 □NBO Company Shares of Spirits: % Total Volume 2018-2022

Table 78 □LBN Brand Shares of Spirits: % Total Volume 2019-2022

Table 79 □Forecast Sales of Spirits by Category: Total Volume 2022-2027

Table 80 □Forecast Sales of Spirits by Category: Total Value 2022-2027

Table 81 □Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027

Table 82 □Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

CIDER/PERRY IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

The cider/perry landscape is slowly growing as consumers discover new flavours

The growing health and wellness trend benefits sales of cider/perry

Little change in the competitive landscape as Heineken Taiwan leads

PROSPECTS AND OPPORTUNITIES

The increasing popularity of craft/artisan ciders will continue to drive growth

An increase in cider bars and events drives ongoing awareness

The trend towards fruity flavours benefits cider/perry sales

CATEGORY DATA

Table 83 Sales of Cider/Perry: Total Volume 2017-2022

Table 84 Sales of Cider/Perry: Total Value 2017-2022

Table 85 Sales of Cider/Perry: % Total Volume Growth 2017-2022

Table 86 Sales of Cider/Perry: % Total Value Growth 2017-2022

Table 87 Sales of Cider/Perry by Off-trade vs On-trade: Volume 2017-2022

Table 88 Sales of Cider/Perry by Off-trade vs On-trade: Value 2017-2022

Table 89 Sales of Cider/Perry by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 90 Sales of Cider/Perry by Off-trade vs On-trade: % Value Growth 2017-2022

Table 91 GBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 92 □NBO Company Shares of Cider/Perry: % Total Volume 2018-2022

Table 93 □LBN Brand Shares of Cider/Perry: % Total Volume 2019-2022

Table 94 □Forecast Sales of Cider/Perry: Total Volume 2022-2027

Table 95 □Forecast Sales of Cider/Perry: Total Value 2022-2027

Table 96 □Forecast Sales of Cider/Perry: % Total Volume Growth 2022-2027

Table 97 □Forecast Sales of Cider/Perry: % Total Value Growth 2022-2027

RTDS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increasing demand for low/no alcohol options drives sales in RTDs

Unique ingredients and flavours shape new product development

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

New forms of packaging and design ignite interest from consumers

PROSPECTS AND OPPORTUNITIES

Increasing demand for convenience drives growth across the forecast period

Growing competition leads local producers to fight for market share

RTDs looking to develop on-trade sales across the coming years

CATEGORY DATA

Table 98 Sales of RTDs by Category: Total Volume 2017-2022

Table 99 Sales of RTDs by Category: Total Value 2017-2022

Table 100 Sales of RTDs by Category: % Total Volume Growth 2017-2022

Table 101 Sales of RTDs by Category: % Total Value Growth 2017-2022

Table 102 Sales of RTDs by Off-trade vs On-trade: Volume 2017-2022

Table 103 Sales of RTDs by Off-trade vs On-trade: Value 2017-2022

Table 104 Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2017-2022

Table 105 Sales of RTDs by Off-trade vs On-trade: % Value Growth 2017-2022

Table 106 GBO Company Shares of RTDs: % Total Volume 2018-2022

Table 107 □NBO Company Shares of RTDs: % Total Volume 2018-2022

Table 108 □LBN Brand Shares of RTDs: % Total Volume 2019-2022

Table 109 □Forecast Sales of RTDs by Category: Total Volume 2022-2027

Table 110 □Forecast Sales of RTDs by Category: Total Value 2022-2027

Table 111 □Forecast Sales of RTDs by Category: % Total Volume Growth 2022-2027

Table 112 □Forecast Sales of RTDs by Category: % Total Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Alcoholic Drinks in Taiwan

Market Direction | 2023-07-10 | 69 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com