

## **Beer in Taiwan**

Market Direction | 2023-07-10 | 29 pages | Euromonitor

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### **Report description:**

In 2022, the beer landscape saw solid total volume growth; the result of an increase in imported beer and the growing prominence of local craft beer. These have had a significant impact on the local industry, which has grown in recent years as the landscape rebounds from the impacts of COVID-19. While on-trade sales saw a decrease, the rise of e-commerce and other online sales platforms helped contribute to the increase in beer sales, with a huge 80% of beer consumption in Taiwan due to local pr...

Euromonitor International's Beer 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: Dark Beer, Lager, Non/Low Alcohol Beer, Stout.

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

Why buy this report?

- \* Get a detailed picture of the Beer 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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Craft Beer maintains sales through premiumisation and a wide range of flavours  
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