

## **Concentrates in Taiwan**

Market Direction | 2023-12-21 | 29 pages | Euromonitor

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### **Report description:**

While liquid concentrates posted marginal growth in off-trade volume sales in 2023, this was an improvement on the decline recorded in 2022. This was partly explained by the normalisation of consumption patterns, in that the contraction the previous year was largely the result of people spending more time outside the home as fear of COVID-19 receded and associated restrictions were eased. Recovery was also supported by the success of higher-end products with stronger health credentials. Most not...

Euromonitor International's Concentrates 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Liquid Concentrates, Powder Concentrates.

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

Why buy this report?

- \* Get a detailed picture of the Concentrates 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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## Table of Contents:

Concentrates in Taiwan  
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List Of Contents And Tables

### CONCENTRATES IN TAIWAN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Interest in vinegar-based liquid concentrates continues to rise

On-trade demand picks up as Taiwan's foodservice market recovers from COVID-19

New launches challenge consumer perceptions of powder concentrates

#### PROSPECTS AND OPPORTUNITIES

Growing on-trade exposure to premium brands should help to boost retail demand

Sugar reduction will remain a key focus of new product development activity

Rising popularity of infused water and sparkling beverages likely to inspire innovation

#### CATEGORY DATA

##### Concentrates Conversions

Summary 1 Concentrates Conversion Factors for Ready-to-Drink (RTD) Format

Table 1 Off-trade Sales of Concentrates (RTD) by Category: Volume 2018-2023

Table 2 Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2018-2023

Table 3 Off-trade Sales of Concentrates by Category: Value 2018-2023

Table 4 Off-trade Sales of Concentrates by Category: % Value Growth 2018-2023

Table 5 LBN Brand Shares of Off-trade Concentrates (RTD): % Volume 2020-2023

Table 6 NBO Company Shares of Off-trade Concentrates: % Value 2019-2023

Table 7 LBN Brand Shares of Off-trade Concentrates: % Value 2020-2023

Table 8 NBO Company Shares of Off-trade Liquid Concentrates (RTD): % Volume 2019-2023

Table 9 LBN Brand Shares of Off-trade Liquid Concentrates (RTD): % Volume 2020-2023

Table 10 □NBO Company Shares of Off-trade Powder Concentrates (RTD): % Volume 2019-2023

Table 11 □LBN Brand Shares of Off-trade Powder Concentrates (RTD): % Volume 2020-2023

Table 12 □Forecast Off-trade Sales of Concentrates (RTD) by Category: Volume 2023-2028

Table 13 □Forecast Off-trade Sales of Concentrates (RTD) by Category: % Volume Growth 2023-2028

Table 14 □Forecast Off-trade Sales of Concentrates by Category: Value 2023-2028

Table 15 □Forecast Off-trade Sales of Concentrates by Category: % Value Growth 2023-2028

### SOFT DRINKS IN TAIWAN

#### EXECUTIVE SUMMARY

Soft drinks in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for soft drinks?

#### MARKET DATA

Table 16 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2018-2023

Table 17 Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2018-2023

Table 18 Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2018-2023

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Table 19 Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2018-2023

Table 20 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: Volume 2022

Table 21 Off-trade vs On-trade Sales of Soft Drinks (as sold) by Category: % Volume 2022

Table 22 Off-trade vs On-trade Sales of Soft Drinks by Category: Value 2022

Table 23 Off-trade vs On-trade Sales of Soft Drinks by Category: % Value 2022

Table 24 Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2018-2023

Table 25 □Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2018-2023

Table 26 □Off-trade Sales of Soft Drinks by Category: Value 2018-2023

Table 27 □Off-trade Sales of Soft Drinks by Category: % Value Growth 2018-2023

Table 28 □Sales of Soft Drinks by Total Fountain On-trade: Volume 2018-2023

Table 29 □Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2018-2023

Table 30 □NBO Company Shares of Total Soft Drinks (RTD): % Volume 2019-2023

Table 31 □LBN Brand Shares of Total Soft Drinks (RTD): % Volume 2020-2023

Table 32 □NBO Company Shares of On-trade Soft Drinks (RTD): % Volume 2019-2023

Table 33 □LBN Brand Shares of On-trade Soft Drinks (RTD): % Volume 2020-2023

Table 34 □NBO Company Shares of Off-trade Soft Drinks (RTD): % Volume 2019-2023

Table 35 □LBN Brand Shares of Off-trade Soft Drinks (RTD): % Volume 2020-2023

Table 36 □NBO Company Shares of Off-trade Soft Drinks: % Value 2019-2023

Table 37 □LBN Brand Shares of Off-trade Soft Drinks: % Value 2020-2023

Table 38 □Penetration of Private Label in Off-trade Soft Drinks (RTD) by Category: % Volume 2018-2023

Table 39 □Penetration of Private Label in Off-trade Soft Drinks by Category: % Value 2018-2023

Table 40 □Distribution of Off-trade Soft Drinks (as sold) by Format: % Volume 2018-2023

Table 41 □Distribution of Off-trade Soft Drinks (as sold) by Format and Category: % Volume 2023

Table 42 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: Volume 2023-2028

Table 43 □Forecast Off-trade vs On-trade Sales of Soft Drinks (RTD) by Channel: % Volume Growth 2023-2028

Table 44 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: Value 2023-2028

Table 45 □Forecast Off-trade vs On-trade Sales of Soft Drinks by Channel: % Value Growth 2023-2028

Table 46 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: Volume 2023-2028

Table 47 □Forecast Off-trade Sales of Soft Drinks (RTD) by Category: % Volume Growth 2023-2028

Table 48 □Forecast Off-trade Sales of Soft Drinks by Category: Value 2023-2028

Table 49 □Forecast Off-trade Sales of Soft Drinks by Category: % Value Growth 2023-2028

Table 50 □Forecast Sales of Soft Drinks by Total Fountain On-trade: Volume 2023-2028

Table 51 □Forecast Sales of Soft Drinks by Total Fountain On-trade: % Volume Growth 2023-2028

## APPENDIX

Fountain sales in Taiwan

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SOURCES

Summary 2 Research Sources

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