

## **Other Hot Drinks in Taiwan**

Market Direction | 2024-01-12 | 21 pages | Euromonitor

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### **Report description:**

While chocolate-based flavoured powder drinks showed an improved performance in off-trade volume terms in 2023, growth was considerably slower than at the on-trade level. This was partly due to maturity, though retail demand was also constrained as most Taiwanese consumers returned to the office and began regularly socialising outside the home once again. Higher than usual autumn and winter temperatures had a similarly negative impact, as these products are mainly consumed during colder weather.

Euromonitor International's Other Hot 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Flavoured Powder Drinks, Other Plant-based Hot Drinks.

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

Why buy this report?

- \* Get a detailed picture of the Other Hot 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.

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Chocolate-based flavoured powder drinks increasingly used as baking ingredients

Ovaltine and Milo reinforce brand awareness via cross-category partnerships

Rising health awareness continues to boost demand for other plant-based hot drinks

##### PROSPECTS AND OPPORTUNITIES

Co-branding collaborations will remain an important marketing tool

More players likely to launch healthier products made using freeze-drying processes

Use of oat milk powder as a dairy alternative expected to increase

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