

HW Hot Drinks in Taiwan

Market Direction | 2023-11-07 | 10 pages | Euromonitor

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Report description:

Demand for instant tea is being dampened as Taiwanese consumers shift towards a healthier mindset in light of the COVID-19 crisis. It is a trend for consumers to have their drinks without sugar in order to stay healthy. Indeed, sugar has become a major focus of the health and wellness trend as it has become strongly associated with a range of health problems and, in particular, the rise in obesity. Thus, instant tea drinkers have shifted from drinking added sugar instant teas to full-leaf teas.

Euromonitor International's HW Hot Drinks in Taiwan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Coffee, HW Hot Drinks by Type, HW Other Hot Drinks, HW 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 HW 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.

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HW HOT DRINKS IN TAIWAN

KEY DATA FINDINGS

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Instant tea slows down due to increasing consumer concern with health and wellness

Natural leads health and wellness hot drinks, but sees sales fall in 2022

Organic demand driven by desire to drink natural hot drinks

PROSPECTS AND OPPORTUNITIES

Natural shows promise in health and wellness hot drinks

No added sugar expected to grow due to weight and cardiovascular concerns

Growing demand for vegan products

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HEALTH AND WELLNESS IN TAIWAN

EXECUTIVE SUMMARY

Overview

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