

HW Soft Drinks in Taiwan

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

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Report description:

There has been a general increase in awareness of health and wellness amongst Taiwanese consumers since the COVID-19 crisis, which is having a direct impact on consumers' decision-making when they are purchasing soft drinks. Local consumer demand for natural ingredients with no or low sugar content and few or no calories is driving the growth of products such as no sugar ready-to-drink (RTD) tea, zero calorie carbonates, juice and functional water. For example, Swire Coca Cola launched its no su...

Euromonitor International's HW Soft 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 Asian Speciality Drinks, HW Bottled Water, HW Carbonates, HW Concentrates, HW Energy Drinks, HW Juice, HW RTD Coffee, HW RTD Tea, HW Soft Drinks by Type, HW Sports 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 HW Soft 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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reliable information resources to help drive informed strategic planning.

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HW SOFT DRINKS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand

2022 sees no sugar in the lead in health and wellness soft drinks

Concerns about weight boost low sugar soft drinks

PROSPECTS AND OPPORTUNITIES

Health and wellness to drive product innovation in the coming years

No sugar offers potential in health and wellness soft drinks

Immune support set to grow over forecast period

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HEALTH AND WELLNESS IN TAIWAN

EXECUTIVE SUMMARY

Overview

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