

Energy Drinks in Taiwan

Market Direction | 2023-12-21 | 27 pages | Euromonitor

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Report description:

Energy drinks showed another positive performance in 2023, with growth in off- and on-trade volume sales remaining robust. As the pace of life in Taiwan accelerated in line with the return to pre-pandemic routines, overall demand was buoyed by increased appreciation for the stimulant effect of these products, particularly among young urban professionals. The frequent launch of new flavours also helped to maintain strong interest in the category, as did the growing availability of health-oriented...

Euromonitor International's Energy 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 (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: Reduced Sugar Energy Drinks, Regular Energy 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 Energy 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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Resumption of pre-pandemic routines boosts energy drinks consumption

Competition between Red Bull and Monster continues to intensify

More affordable health-oriented brands from local producers gain ground

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More players expected to launch varieties made with fruit juice and tea

Established brands will continue working to expand their target audiences

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