

## **Alcoholic Drinks in Taiwan**

Market Direction | 2024-06-27 | 72 pages | Euromonitor

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### **Report description:**

Alcoholic drinks in Taiwan witnessed moderate decline across all metrics in 2023, primarily due to rising inflationary spikes, increased costs in international shipping, and logistics and inventory issues. For local brands, workforce insufficiency is a more significant issue, while increasing shipping costs are more concerning for imported brands. Aside from this, Taiwanese consumers remain highly price sensitive.

Euromonitor International's Alcoholic 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: Beer, Cider/Perry, RTDs, Spirits, Wine.

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

Why buy this report?

- \* Get a detailed picture of the Alcoholic 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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## KEY DATA FINDINGS

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Younger consumers seeking new flavours support the category

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