

## **Wine in Taiwan**

Market Direction | 2024-06-27 | 32 pages | Euromonitor

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### **Report description:**

Post-pandemic, Taiwanese consumers have faced significant constraints on their household budgets, leading them to forego the purchase of goods not considered essential. There has been a concomitant reduction in expenditure on wine, leading to a significant decline across all metrics in 2023, albeit at slower rates than seen during the previous year of the review period.

Euromonitor International's Wine 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: Fortified Wine and Vermouth, Non Alcoholic Wine, Non-Grape Wine, Sparkling Wine, Still Light Grape 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 Wine 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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WINE IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wine sees decline 2023 due to inflationary spikes and weak purchasing power

Wine benefits from shifting consumer attitudes in Taiwan

Wine mainly purchased through food/drink/tobacco specialists, but other channels benefit from price-consciousness in 2023

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