

Hot Drinks in Taiwan

Market Direction | 2024-11-25 | 38 pages | Euromonitor

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Report description:

Taiwan's hot drinks landscape showcased positive growth in retail volume and value terms in 2024. This growth was primarily driven by demand for healthier options, product innovation and a rising coffee culture.

Euromonitor International's Hot 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: Coffee, Other Hot Drinks, 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 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.

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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List Of Contents And Tables

HOT DRINKS IN TAIWAN

EXECUTIVE SUMMARY

Hot drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

Foodservice vs retail split

What next for hot drinks?

MARKET DATA

Table 1 Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2019-2024

Table 2 Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2019-2024

Table 3 Retail Sales of Hot Drinks by Category: Volume 2019-2024

Table 4 Retail Sales of Hot Drinks by Category: Value 2019-2024

Table 5 Retail Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 6 Retail Sales of Hot Drinks by Category: % Value Growth 2019-2024

Table 7 Foodservice Sales of Hot Drinks by Category: Volume 2019-2024

Table 8 Foodservice Sales of Hot Drinks by Category: % Volume Growth 2019-2024

Table 9 Total Sales of Hot Drinks by Category: Total Volume 2019-2024

Table 10 □Total Sales of Hot Drinks by Category: % Total Volume Growth 2019-2024

Table 11 □NBO Company Shares of Hot Drinks: % Retail Value 2020-2024

Table 12 □LBN Brand Shares of Hot Drinks: % Retail Value 2021-2024

Table 13 □Penetration of Private Label in Hot Drinks by Category: % Retail Value 2019-2024

Table 14 □Retail Distribution of Hot Drinks by Format: % Volume 2019-2024

Table 15 □Retail Distribution of Hot Drinks by Format and Category: % Volume 2024

Table 16 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2024-2029

Table 17 □Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2024-2029

Table 18 □Forecast Retail Sales of Hot Drinks by Category: Volume 2024-2029

Table 19 □Forecast Retail Sales of Hot Drinks by Category: Value 2024-2029

Table 20 □Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 21 □Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2024-2029

Table 22 □Forecast Foodservice Sales of Hot Drinks by Category: Volume 2024-2029

Table 23 □Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Total Sales of Hot Drinks by Category: Total Volume 2024-2029

Table 25 □Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

COFFEE IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

The coffee landscape showcases robust growth as coffee shops continue to expand

Nestle and UCC lead the landscape with a strong focus on innovation

Sales of cold brew coffee are driven by rising temperatures and health benefits

PROSPECTS AND OPPORTUNITIES

Increasing consumer sophistication will continue to drive premiumisation

Consumers seek refinement for coffee, with options that enhance the taste experience

Product developments focus on health, wellness and flavour

CATEGORY DATA

Table 26 Retail Sales of Coffee by Category: Volume 2019-2024

Table 27 Retail Sales of Coffee by Category: Value 2019-2024

Table 28 Retail Sales of Coffee by Category: % Volume Growth 2019-2024

Table 29 Retail Sales of Coffee by Category: % Value Growth 2019-2024

Table 30 Retail Sales of Fresh Ground Coffee Pods by Hard vs Soft: % Volume 2019-2024

Table 31 NBO Company Shares of Coffee: % Retail Value 2020-2024

Table 32 LBN Brand Shares of Coffee: % Retail Value 2021-2024

Table 33 Forecast Retail Sales of Coffee by Category: Volume 2024-2029

Table 34 Forecast Retail Sales of Coffee by Category: Value 2024-2029

Table 35 □Forecast Retail Sales of Coffee by Category: % Volume Growth 2024-2029

Table 36 □Forecast Retail Sales of Coffee by Category: % Value Growth 2024-2029

TEA IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth for fruit/herbal teas aligns with rising interest in health and wellness

Health benefits of traditional teas increase the appeal and drive sales in 2024?

Competitors implement strong marketing activities to cut through on the landscape

PROSPECTS AND OPPORTUNITIES

Interest in health and wellness drives premiumisation and shapes innovation

Tea inspections become increasingly stringent across the forecast period

Sustainability becomes integrated into product and packaging design for tea

CATEGORY DATA

Table 37 Retail Sales of Tea by Category: Volume 2019-2024

Table 38 Retail Sales of Tea by Category: Value 2019-2024

Table 39 Retail Sales of Tea by Category: % Volume Growth 2019-2024

Table 40 Retail Sales of Tea by Category: % Value Growth 2019-2024

Table 41 NBO Company Shares of Tea: % Retail Value 2020-2024

Table 42 LBN Brand Shares of Tea: % Retail Value 2021-2024

Table 43 Forecast Retail Sales of Tea by Category: Volume 2024-2029

Table 44 Forecast Retail Sales of Tea by Category: Value 2024-2029

Table 45 Forecast Retail Sales of Tea by Category: % Volume Growth 2024-2029

Table 46 □Forecast Retail Sales of Tea by Category: % Value Growth 2024-2029

OTHER HOT DRINKS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chocolate-based powder benefits from an increased interest in baking

Milo and Ovaltine continue to dominate the malt landscape in 2024

Quaker strengthens its range, offering consumers healthier attributes

PROSPECTS AND OPPORTUNITIES

Chocolate-based drinks evolve as consumers reach for premium goods

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Use of oat milk powder as a dairy alternative is expected to increase
Future development will focus on natural, healthy and nutritious positioning

CATEGORY DATA

- Table 47 Retail Sales of Other Hot Drinks by Category: Volume 2019-2024
- Table 48 Retail Sales of Other Hot Drinks by Category: Value 2019-2024
- Table 49 Retail Sales of Other Hot Drinks by Category: % Volume Growth 2019-2024
- Table 50 Retail Sales of Other Hot Drinks by Category: % Value Growth 2019-2024
- Table 51 NBO Company Shares of Other Hot Drinks: % Retail Value 2020-2024
- Table 52 LBN Brand Shares of Other Hot Drinks: % Retail Value 2021-2024
- Table 53 Forecast Retail Sales of Other Hot Drinks by Category: Volume 2024-2029
- Table 54 Forecast Retail Sales of Other Hot Drinks by Category: Value 2024-2029
- Table 55 Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2024-2029
- Table 56 □Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2024-2029

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