

## **Other Hot Drinks in Taiwan**

Market Direction | 2024-11-25 | 22 pages | Euromonitor

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### **Report description:**

Chocolate-based flavoured powder drinks showed an improved performance in off-trade volume terms in 2024, with the product increasingly used as ingredients for baking and as an enjoyable drink. Many people developed an interest in baking during the early years of the review period while spending most of their time at home during COVID-19. This trend has remained strong, as evidenced by the growing popularity of baking studios and driving ongoing growth for chocolate-based flavoured powder drinks...

Euromonitor International's Other 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: Flavoured Powder Drinks, Other Plant-based Hot 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 Other 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.

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Milo and Ovaltine continue to dominate the malt landscape in 2024

Quaker strengthens its range, offering consumers healthier attributes

##### PROSPECTS AND OPPORTUNITIES

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