

## **Soft Drinks in Taiwan**

Market Direction | 2024-11-25 | 92 pages | Euromonitor

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## Report description:

The soft drinks landscape in Taiwan showcased a robust performance in 2024, with retail volume and retail value sales experiencing positive growth. Although the growth rate was slightly lower than that of 2023, this was attributed to 2023 seeing a strong uplift due to the recovery from COVID-19, with a return to socialising boosting sales. However, in 2024, the landscape stabilised, with consumers returning to habitual purchasing patterns.

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports 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 Soft 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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#### 2024 DEVELOPMENTS

RTD coffee exhibits a slight decline as competition from fresh coffee is strong Premium-oriented products in PET bottles become more widely available

La Gauche De La Seine opens its first pop-up cafe in Tainan

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