

## **Fine Wines/Champagne and Spirits in Taiwan**

Market Direction | 2024-12-11 | 20 pages | Euromonitor

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### **Report description:**

Retail value sales of fine wines, champagne, and spirits increased by 2% to reach TWD21.2 billion in 2024. While this marks a positive outcome, it represents a slowdown compared to the double-digit growth seen in the previous year. In 2023, consumer spending was boosted by pent-up demand as COVID-19 restrictions were lifted, increasing socialising and celebrations. Notably, the return of major events like weddings and birthdays, which had been postponed during the pandemic, contributed to a surg...

Euromonitor International's Fine Wines/Champagne and Spirits in Taiwan report offers a comprehensive guide to the size and shape of the Fine Wines/Champagne and Spirits market at a national level. It provides the latest retail sales data, 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 and their effects on Fine Wines/Champagne and Spirits retailing along with the development of consumers' shopping patterns. Forecasts to 2028 illustrate how the market is set to change

Product coverage: Fine Wines, Luxury Spirits.

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

Why buy this report?

- \* Get a detailed picture of the Fine Wines/Champagne and Spirits 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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## Table of Contents:

Fine Wines/Champagne and Spirits in Taiwan  
Euromonitor International  
December 2024

List Of Contents And Tables

### FINE WINES/CHAMPAGNE AND SPIRITS IN TAIWAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Fine wines/champagne and spirits record rising current retail value sales in 2024

Moët-Hennessy Taiwan leads fine wines/champagne and spirits

Premiumisation and limited-edition products engage wealthier consumers

#### PROSPECTS AND OPPORTUNITIES

Value sales rise while players focus on engaging consumers through e-commerce?

Luxury whiskies showcase a strong performance as their appeal widens

The increasing popularity of cocktails offers growth potential for luxury spirit brands

#### CATEGORY DATA

Table 1 Sales of Fine Wines/Champagne and Spirits by Category: Value 2019-2024

Table 2 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2019-2023

Table 4 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2020-2023

Table 5 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2019-2024

Table 6 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2024-2029

Table 7 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2024-2029

### LUXURY GOODS IN TAIWAN

#### EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2019-2024

Table 9 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 11 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 12 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 14 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

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#### SOURCES

Summary 1 Research Sources

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