



Euromonitor
International

Hot Drinks in Taiwan

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

- The coffee landscape showcases robust growth as coffee shops continue to expand
- Nestlé 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
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Health benefits of traditional teas increase the appeal and drive sales in 2024

Competitors implement strong marketing activities to cut through on the landscape

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Other Hot Drinks in Taiwan

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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

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