



Concentrates in Taiwan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong results for lemon juice concentrates driven by warm weather
- Sales of healthy vegetable powders increase as barley grass gains ground
- Calpis and Nestea lemon tea sale decline as consumers reach for RTD alternatives

PROSPECTS AND OPPORTUNITIES

- Drinks that benefit gut health see a rise in sales over the forecast period
- The rising popularity of infused water and sparkling beverages inspire innovation
- Healthier lifestyles drive growth for fruit and vegetable powder concentrates

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