



Euromonitor  
International

# Cafés/Bars in Taiwan

February 2024

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## Cafés/Bars in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Convenience store coffee returns to daily life in Taiwan  
Chained coffee shops face the challenge of rental increases  
Starbucks extends its lead with the help of new brand collaborations

#### PROSPECTS AND OPPORTUNITIES

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