



Euromonitor
International

Soft Drinks in Taiwan

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Bottled Water in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Functional bottled water continues to perform well, registering significant sales
- Strong promotional activities boost sales of bottled water during 2024
- More Water launches an innovative Water Shake Shop pop-up store

PROSPECTS AND OPPORTUNITIES

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Carbonates in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

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- Sales of Apple Sidra fail to recover, following controversy in 2023
- Hey Song Sarsaparilla launches its hops drink while Coca-Cola sponsors the Olympics

PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Family Mart redesigns its brand visuals to offer eye-catching packaging

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PROSPECTS AND OPPORTUNITIES

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RTD Coffee in Taiwan

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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RTD Tea in Taiwan

KEY DATA FINDINGS

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PROSPECTS AND OPPORTUNITIES

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Energy Drinks in Taiwan

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KEY DATA FINDINGS

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Super Supau, Fin, and Pocari Sweat create strong barriers for new player

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