



Euromonitor
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RTD Coffee in Taiwan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee exhibits a slight decline as competition from fresh coffee is strong

Premium-oriented products in PET bottles become more widely available

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

PROSPECTS AND OPPORTUNITIES

Challenges to sales include coffee shops, price points and home coffee machines

New launches focus on flavour diversification and healthy alternatives

Innovation focuses on premium quality to boost retail value sales

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