



Juice in Taiwan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Health trends and product development aids retail volume sales in 2024
- Family Mart redesigns its brand visuals to offer eye-catching packaging
- The competitive landscape for juice is primarily dominated by Taiwanese players

PROSPECTS AND OPPORTUNITIES

- The juice landscape continues to grow as consumers reach for healthy attributes
- Coconut water drives sales as temperatures continue to rise over the forecast period
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Soft Drinks in Taiwan - Industry Overview

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