



Energy Drinks in Taiwan

December 2023

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Energy Drinks in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of pre-pandemic routines boosts energy drinks consumption
Competition between Red Bull and Monster continues to intensify
More affordable health-oriented brands from local producers gain ground

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More players expected to launch varieties made with fruit juice and tea
Established brands will continue working to expand their target audiences
Products with functional benefits beyond energy will become more widely available

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