



Euromonitor
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Energy Drinks in Taiwan

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Active lifestyles and a rise in local players aids sales of energy drinks in 2024
- Brands introduce new flavours and reformulate their existing products
- Red Bull and Super Supau launch collaborations with hand-shaken beverage brands

PROSPECTS AND OPPORTUNITIES

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Soft Drinks in Taiwan - Industry Overview

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