



Rtds in Taiwan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing demand for low-alcoholic drinks drives growth in RTDs in Taiwan in 2023

Younger consumers seeking new flavours support the category

New packaging design is vital in RTDs to secure new consumers

PROSPECTS AND OPPORTUNITIES

Busier lifestyles and higher pressure are expected to continue to drive growth in RTDs

Japanese RTDs will continue dominating the category over the forecast period

RTDs is expected to invest in the on-trade channel in the years ahead

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