



# HW Soft Drinks in Taiwan

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand

No sugar is leading claim in health and wellness soft drinks

Concerns about weight boost low sugar soft drinks

#### PROSPECTS AND OPPORTUNITIES

Health and wellness to drive product innovation

No sugar offers potential in health and wellness soft drinks, with players in sports drinks and energy drinks set to focus on healthier positioning

Immune support set to rise rapidly over forecast period, while RTD tea will continue to see success

#### MARKET DATA

Table 1 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023

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### Health and Wellness in Taiwan - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### DISCLAIMER

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