



**Euromonitor
International**

Wine in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Wine continues to see inflationary spikes and consumers shifting their income to other purchases

Wine consumption sees some benefits from shifting consumer preferences

Food/drink/tobacco specialists remains the main channel for wine purchases

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Alcoholic Drinks in Taiwan - Industry Overview

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Competitive landscape

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On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age
Drink driving
Advertising
Smoking ban
Opening hours
On-trade establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/parallel trade
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