



Drinking Milk Products in Taiwan

September 2025

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Drinking Milk Products in Taiwan - Category analysis

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2025 DEVELOPMENTS

Drinking milk records moderate growth in 2025

More drinking milk products launched in a bid to attract new consumers

Supermarkets remains the leading distribution channel in 2025

PROSPECTS AND OPPORTUNITIES

Drinking milk is expected to register decline over the forecast period due to more liquid milk being imported from New Zealand

Category is predicted to see polarisation in the coming years

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