



**Euromonitor
International**

Fine Wines/Champagne and Spirits in Taiwan

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Fine Wines/Champagne and Spirits in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for premium and artisanal alcoholic drinks drives growth
Luxury international brands continue to lead, but local brands are also important
Growing demand for sustainable luxury drinks, while distribution diversifies

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Premiumisation and mindful drinking expected to drive growth
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Growing demand to recreate premium alcoholic drinks experiences at home to drive retail growth

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