



Euromonitor
International

HW Hot Drinks in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers becoming more selective when it comes to their hot drinks

INDUSTRY PERFORMANCE

- Consumers showing a willingness to invest in healthier hot drinks
- Players lean into natural claims to attract health conscious locals
- Increasing health awareness encourages consumers to reduce their caffeine intake

WHAT'S NEXT

- Economic pressures unlikely to deter investment in healthier hot drinks
- Natural claims set to play a central role in the future of hot drinks in Taiwan
- An ageing population and a growing focus on wellness should promote no caffeine claims

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
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Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

- Rising health concerns push consumers towards more responsible purchasing decisions
- Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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