



Euromonitor
International

Spirits in Taiwan

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall spirits market declines in 2024 due to inflationary spikes and changing consumer attitudes

Multiple brands strive to target younger consumers of legal drinking age

Whiskies is mostly purchased through food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

Further decline anticipated over the forecast period

Increasing popularity of cocktails presents more growth potential

Local spirits growth to be supplemented by government initiatives

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Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology

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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

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