



Wine in Taiwan

October 2025

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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

PROSPECTS AND OPPORTUNITIES

Wine is expected to witness continuous decline due to shrinking purchasing power amongst the majority of consumers in Taiwan

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Alcoholic Drinks in Taiwan - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

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

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Contraband/parallel trade
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