



Euromonitor
International

Cider/Perry in Taiwan

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Cider/Perry in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cider/perry witnesses moderate decline due to focus shifting to non alcoholic drinks after the pandemic

Little has changed in the competitive landscape as Heineken Taiwan continues to dominate sales

Growing health and wellness trend benefits sales of cider/perry in Taiwan

PROSPECTS AND OPPORTUNITIES

Cider/perry growth will face further competition from other drinks over the forecast period

Increased on-trade outlets expected to generate more cider/perry sales

Innovative new flavours such as tropical fruit may provide a boost

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Advertising

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Opening hours

On-trade establishments

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DISCLAIMER

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