



RTD Coffee in Taiwan

November 2024

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RTD Coffee in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

RTD coffee exhibits a slight decline as competition from fresh coffee is strong

Premium-oriented products in PET bottles become more widely available

La Gauche De La Seine opens its first pop-up café in Tainan

PROSPECTS AND OPPORTUNITIES

Challenges to sales include coffee shops, price points and home coffee machines

New launches focus on flavour diversification and healthy alternatives

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