



# Beer in Taiwan

October 2025

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### 2024 DEVELOPMENTS

Beer declines as consumer habits shift

Brands are improving their brand engagement in order to stave off decline

Convenience retailers continue to be a strong channel for beer

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Beer expected to see decline over forecast period due to shrinking consumer base and the declining popularity of drinking

Localisation will drive further growth

Sustainable development will remain a key focus within marketing campaigns in manufacturers

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