



# Juice in Taiwan

November 2024

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## Juice in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Health trends and product development aids retail volume sales in 2024  
Family Mart redesigns its brand visuals to offer eye-catching packaging  
The competitive landscape for juice is primarily dominated by Taiwanese players

#### PROSPECTS AND OPPORTUNITIES

The juice landscape continues to grow as consumers reach for healthy attributes  
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