



Euromonitor  
International

# Fine Wines/Champagne and Spirits in Taiwan

November 2025

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## Fine Wines/Champagne and Spirits in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand for premium and artisanal alcoholic drinks drives growth  
Luxury international brands continue to lead, but local brands are also important  
Growing demand for sustainable luxury drinks, while distribution diversifies

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and mindful drinking expected to drive growth  
Luxury brands anticipated to enhance digital engagement and sustainability efforts  
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