



Euromonitor
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Rtds in Taiwan

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing demand for low alcoholic drinks pushed the growth in RTDs
Younger adult consumers have been driving new flavours to nourish overall market
New packaging design and tech is important to secure new consumers in RTDs

PROSPECTS AND OPPORTUNITIES

Busier lifestyle and higher pressure are expected to continue drive growth in RTDs
Japanese RTDs will keep dominating the market
RTDs is expected to develop further in on-trade channel

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Alcoholic Drinks in Taiwan - Industry Overview

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- 2024 key trends
- Competitive landscape
- Retail developments
- On-trade vs off-trade split
- What next for alcoholic drinks?

MARKET BACKGROUND

- Legislation
- Legal purchasing age and legal drinking age
- Drink driving
- Advertising
- Smoking ban
- Opening hours
- On-trade establishments

TAXATION AND DUTY LEVIES

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- Contraband/parallel trade

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DISCLAIMER

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