



Euromonitor  
International

# HW Hot Drinks in Taiwan

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Local consumers becoming more selective when it comes to their hot drinks

### INDUSTRY PERFORMANCE

Consumers showing a willingness to invest in healthier hot drinks

Players lean into natural claims to attract health conscious locals

Increasing health awareness encourages consumers to reduce their caffeine intake

### WHAT'S NEXT

Economic pressures unlikely to deter investment in healthier hot drinks

Natural claims set to play a central role in the future of hot drinks in Taiwan

An ageing population and a growing focus on wellness should promote no caffeine claims

### CATEGORY DATA

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[Health and Wellness in Taiwan - Industry Overview](#)

### EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

### INDUSTRY PERFORMANCE

Rising health concerns push consumers towards more responsible purchasing decisions

Free from claims capture the interest of a growing audience

### WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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