



Euromonitor
International

HW Hot Drinks in Taiwan

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Instant tea slows down due to increasing consumer concern with health and wellness, while players work on updating their tea portfolios in line with current trends

Good source of vitamins is leading claim in 2023, and updated regulation impacts ingredients and labelling

Organic demand driven by desire to drink natural hot drinks, while plant-based variants gain ground

PROSPECTS AND OPPORTUNITIES

Natural shows promise in health and wellness hot drinks

No added sugar expected to grow due to weight and cardiovascular concerns

Growing demand for vegan products

MARKET DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 4 - Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 5 - Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 6 - Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 7 - Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023

Table 8 - Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028

Table 9 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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