



# Spirits in Taiwan

June 2024

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## Spirits in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Overall category decline in 2023 due to increasing inflationary spikes and budgetary constraints

Younger adult consumers of legal drinking age are target demographic

Spirits are mainly purchased through food/drink/tobacco specialists in Taiwan

#### PROSPECTS AND OPPORTUNITIES

Spirits will see little momentum over the forecast period

Increasing popularity of cocktails offers growth potential

Government incentives can support local spirits brands

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