



Cider/Perry in Taiwan

June 2024

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Cider/Perry in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cider/perry witnesses decline in 2023 as more local consumers shift to non-alcoholic post COVID-19

Ongoing health and wellness trends benefit sales of cider/perry in Taiwan in 2023

Little has changed in the competitive landscape as Heineken Taiwan leads the category once again

PROSPECTS AND OPPORTUNITIES

Cider/perry will face further competition from other drinks including RTDs over the forecast period

Increase in cider bars is expected to raise awareness of cider/perry

Innovative fruit flavours are expected to benefit cider/perry sales in the years ahead

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