



Tea in Taiwan

January 2024

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Tea in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Taiwanese consumers show growing interest in cold brew tea
Caffeine-free tea varieties continue to gain popularity
Pyramid-shaped tea bags increasingly used to differentiate higher-end brands

PROSPECTS AND OPPORTUNITIES

Ongoing renaissance in local tea-drinking culture expected to boost volume sales
Young adults will remain a key target demographic
Producers will continue to engage in co-branding and cross-category collaborations

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