

Drinking Milk Products in Taiwan

August 2024

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Drinking Milk Products in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of fresh milk stagnate Foodservice demand remains high despite decline in sales Functional claims boosting sales of powder milk

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New tariff-free milk from New Zealand expected to disrupt the market in 2025 Drinking milk products expected to become more polarised Focus on protein expected to play an important role in the development of drinking milk products

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