



Juice in Taiwan

December 2023

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Juice in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthy image and new launches strengthen interest in 100% juice
High prices temper volume growth potential of coconut and other plant waters
Swire Coca-Cola expands its leading Minute Maid range

PROSPECTS AND OPPORTUNITIES

More companies expected to launch high pressure processing (HPP) products
Juice producers will continue to focus on nutritional benefits to offset sugar concerns
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