

Spirits in Taiwan

July 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

A solid recovery is driven by rising incomes and growing awareness
Off-trade dominates sales as the use of e-commerce rises
Younger adult consumers of legal drinking age are the target demographic

PROSPECTS AND OPPORTUNITIES

Craft spirits become a larger part of the local spirits industry
The increasing popularity of the cocktail culture presents growth opportunities
Government support will be key for the future growth of local spirits

CATEGORY BACKGROUND

Vodka, gin, other blended Scotch whisky, dark rum and white rum price band methodology
Summary 1 - Benchmark Brands 2022

CATEGORY DATA

Table 1 - Sales of Spirits by Category: Total Volume 2017-2022
Table 2 - Sales of Spirits by Category: Total Value 2017-2022
Table 3 - Sales of Spirits by Category: % Total Volume Growth 2017-2022
Table 4 - Sales of Spirits by Category: % Total Value Growth 2017-2022
Table 5 - Sales of Spirits by Off-trade vs On-trade: Volume 2017-2022
Table 6 - Sales of Spirits by Off-trade vs On-trade: Value 2017-2022
Table 7 - Sales of Spirits by Off-trade vs On-trade: % Volume Growth 2017-2022
Table 8 - Sales of Spirits by Off-trade vs On-trade: % Value Growth 2017-2022
Table 9 - Sales of Dark Rum by Price Platform: % Total Volume 2017-2022
Table 10 - Sales of White Rum by Price Platform: % Total Volume 2017-2022
Table 11 - Sales of Other Blended Scotch Whisky by Price Platform: % Total Volume 2017-2022
Table 12 - Sales of English Gin by Price Platform: % Total Volume 2017-2022
Table 13 - Sales of Vodka by Price Platform: % Total Volume 2017-2022
Table 14 - Sales of Vodka by Flavoured vs Non-flavoured: % Total Volume 2017-2022
Table 15 - GBO Company Shares of Spirits: % Total Volume 2018-2022
Table 16 - NBO Company Shares of Spirits: % Total Volume 2018-2022
Table 17 - LBN Brand Shares of Spirits: % Total Volume 2019-2022
Table 18 - Forecast Sales of Spirits by Category: Total Volume 2022-2027
Table 19 - Forecast Sales of Spirits by Category: Total Value 2022-2027
Table 20 - Forecast Sales of Spirits by Category: % Total Volume Growth 2022-2027
Table 21 - Forecast Sales of Spirits by Category: % Total Value Growth 2022-2027

Alcoholic Drinks in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
On-trade vs off-trade split
What next for alcoholic drinks?

MARKET BACKGROUND

Legislation
Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

Table 22 - Number of On-trade Establishments by Type 2016-2022

TAXATION AND DUTY LEVIES

Summary 2 - Taxation and Duty Levies on Alcoholic Drinks 2022

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 23 - Retail Consumer Expenditure on Alcoholic Drinks 2017-2022

MARKET DATA

Table 24 - Sales of Alcoholic Drinks by Category: Total Volume 2017-2022

Table 25 - Sales of Alcoholic Drinks by Category: Total Value 2017-2022

Table 26 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2017-2022

Table 27 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2017-2022

Table 28 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Volume 2022

Table 29 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2022

Table 30 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2022

Table 31 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2022

Table 32 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2018-2022

Table 33 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2017-2022

Table 34 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2022

Table 35 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2022-2027

Table 36 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2022-2027

Table 37 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2022-2027

Table 38 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2022-2027

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SOURCES

Summary 3 - Research Sources

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