

# Cider/Perry in Taiwan

July 2023

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## Cider/Perry in Taiwan - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

The cider/perry landscape is slowly growing as consumers discover new flavours

The growing health and wellness trend benefits sales of cider/perry

Little change in the competitive landscape as Heineken Taiwan leads

## PROSPECTS AND OPPORTUNITIES

The increasing popularity of craft/artisan ciders will continue to drive growth

An increase in cider bars and events drives ongoing awareness

The trend towards fruity flavours benefits cider/perry sales

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On-trade vs off-trade split

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## **DISCLAIMER**

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