

# Cafés/Bars in Taiwan

February 2024

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# Cafés/Bars in Taiwan - Category analysis

### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Convenience store coffee returns to daily life in Taiwan Chained coffee shops face the challenge of rental increases Starbucks extends its lead with the help of new brand collaborations

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Independent coffee specialists to focus on exclusivity and branding Stylish and independent tea and coffee houses to gain appeal Louisa Coffee expansion and brand repositioning increases the competitive stakes

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