

# Coffee in Taiwan

January 2024

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# Coffee in Taiwan - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Retail volume growth slows as consumers resume pre-pandemic routines Consumption of cold brew coffee and iced coffee drinks continues to increase Leading pods brand Nespresso launches entry-level Vertuo Pop machine

# PROSPECTS AND OPPORTUNITIES

Recent launches should strengthen interest in freeze-dried instant coffee More players expected to develop cold brew coffee products Increasing consumer sophistication will continue to drive premiumisation

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# **DISCLAIMER**

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