

RTD Coffee in Taiwan

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Off-trade consumption increases after several years of decline
Leading brand Mr. Brown targets younger demographics with high-caffeine variant
Premium-oriented products in PET bottles become more widely available

PROSPECTS AND OPPORTUNITIES

Competition from hot coffee and other soft drinks will continue to depress demand
Quality and provenance will remain key themes in brand differentiation efforts
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