

# Other Hot Drinks in Taiwan

January 2024

Table of Contents

## Other Hot Drinks in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chocolate-based flavoured powder drinks increasingly used as baking ingredients  
Ovaltine and Milo reinforce brand awareness via cross-category partnerships  
Rising health awareness continues to boost demand for other plant-based hot drinks

#### PROSPECTS AND OPPORTUNITIES

Co-branding collaborations will remain an important marketing tool  
More players likely to launch healthier products made using freeze-drying processes  
Use of oat milk powder as a dairy alternative expected to increase

#### CATEGORY DATA

- Table 1 - Retail Sales of Other Hot Drinks by Category: Volume 2018-2023
- Table 2 - Retail Sales of Other Hot Drinks by Category: Value 2018-2023
- Table 3 - Retail Sales of Other Hot Drinks by Category: % Volume Growth 2018-2023
- Table 4 - Retail Sales of Other Hot Drinks by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Other Hot Drinks: % Retail Value 2019-2023
- Table 6 - LBN Brand Shares of Other Hot Drinks: % Retail Value 2020-2023
- Table 7 - Forecast Retail Sales of Other Hot Drinks by Category: Volume 2023-2028
- Table 8 - Forecast Retail Sales of Other Hot Drinks by Category: Value 2023-2028
- Table 9 - Forecast Retail Sales of Other Hot Drinks by Category: % Volume Growth 2023-2028
- Table 10 - Forecast Retail Sales of Other Hot Drinks by Category: % Value Growth 2023-2028

## Hot Drinks in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Hot drinks in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
Foodservice vs retail split  
What next for hot drinks?

#### MARKET DATA

- Table 11 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2018-2023
- Table 12 - Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2018-2023
- Table 13 - Retail Sales of Hot Drinks by Category: Volume 2018-2023
- Table 14 - Retail Sales of Hot Drinks by Category: Value 2018-2023
- Table 15 - Retail Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 16 - Retail Sales of Hot Drinks by Category: % Value Growth 2018-2023
- Table 17 - Foodservice Sales of Hot Drinks by Category: Volume 2018-2023
- Table 18 - Foodservice Sales of Hot Drinks by Category: % Volume Growth 2018-2023
- Table 19 - Total Sales of Hot Drinks by Category: Total Volume 2018-2023
- Table 20 - Total Sales of Hot Drinks by Category: % Total Volume Growth 2018-2023
- Table 21 - NBO Company Shares of Hot Drinks: % Retail Value 2019-2023
- Table 22 - LBN Brand Shares of Hot Drinks: % Retail Value 2020-2023
- Table 23 - Penetration of Private Label in Hot Drinks by Category: % Retail Value 2018-2023
- Table 24 - Retail Distribution of Hot Drinks by Format: % Volume 2018-2023
- Table 25 - Retail Distribution of Hot Drinks by Format and Category: % Volume 2023
- Table 26 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Breakdown 2023-2028
- Table 27 - Forecast Sales of Hot Drinks by Retail vs Foodservice: % Volume Growth 2023-2028

Table 28 - Forecast Retail Sales of Hot Drinks by Category: Volume 2023-2028

Table 29 - Forecast Retail Sales of Hot Drinks by Category: Value 2023-2028

Table 30 - Forecast Retail Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 31 - Forecast Retail Sales of Hot Drinks by Category: % Value Growth 2023-2028

Table 32 - Forecast Foodservice Sales of Hot Drinks by Category: Volume 2023-2028

Table 33 - Forecast Foodservice Sales of Hot Drinks by Category: % Volume Growth 2023-2028

Table 34 - Forecast Total Sales of Hot Drinks by Category: Total Volume 2023-2028

Table 35 - Forecast Total Sales of Hot Drinks by Category: % Total Volume Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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