

# RTD Coffee in Taiwan

December 2023

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## RTD Coffee in Taiwan - Category analysis

### 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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