



Beer in Taiwan

June 2024

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Beer in Taiwan - Category analysis

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2023 DEVELOPMENTS

Beer registers decline in 2023 due to a range of socioeconomic and behavioural factors

Major and craft brands strive to connect with local consumers

Convenience stores remains the leading retailing channel for beer in 2023

PROSPECTS AND OPPORTUNITIES

Beer set to register decline due to shrinking consumer base and rising health consciousness among younger consumers

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