

# **Energy Drinks in Taiwan**

December 2023

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#### Energy Drinks in Taiwan - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Resumption of pre-pandemic routines boosts energy drinks consumption Competition between Red Bull and Monster continues to intensify More affordable health-oriented brands from local producers gain ground

#### PROSPECTS AND OPPORTUNITIES

More players expected to launch varieties made with fruit juice and tea Established brands will continue working to expand their target audiences Products with functional benefits beyond energy will become more widely available

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