

# HW Hot Drinks in Taiwan

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Instant tea slows down due to increasing consumer concern with health and wellness

Natural leads health and wellness hot drinks, but sees sales fall in 2022

Organic demand driven by desire to drink natural hot drinks

### PROSPECTS AND OPPORTUNITIES

Natural shows promise in health and wellness hot drinks

No added sugar expected to grow due to weight and cardiovascular concerns

Growing demand for vegan products

### CATEGORY DATA

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## Health and Wellness in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Overview

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