



Spirits in Taiwan

July 2023

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Spirits in Taiwan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

A solid recovery is driven by rising incomes and growing awareness
Off-trade dominates sales as the use of e-commerce rises
Younger adult consumers of legal drinking age are the target demographic

PROSPECTS AND OPPORTUNITIES

Craft spirits become a larger part of the local spirits industry
The increasing popularity of the cocktail culture presents growth opportunities
Government support will be key for the future growth of local spirits

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