



# Other Hot Drinks in Taiwan

January 2024

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## Other Hot Drinks in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Chocolate-based flavoured powder drinks increasingly used as baking ingredients  
Ovaltine and Milo reinforce brand awareness via cross-category partnerships  
Rising health awareness continues to boost demand for other plant-based hot drinks

#### PROSPECTS AND OPPORTUNITIES

Co-branding collaborations will remain an important marketing tool  
More players likely to launch healthier products made using freeze-drying processes  
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