

# Concentrates in Taiwan

December 2023

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## Concentrates in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Interest in vinegar-based liquid concentrates continues to rise  
On-trade demand picks up as Taiwan's foodservice market recovers from COVID-19  
New launches challenge consumer perceptions of powder concentrates

#### PROSPECTS AND OPPORTUNITIES

Growing on-trade exposure to premium brands should help to boost retail demand  
Sugar reduction will remain a key focus of new product development activity  
Rising popularity of infused water and sparkling beverages likely to inspire innovation

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