

# Beer in Taiwan

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

The beer landscape records steady growth following the outbreak of COVID-19  
Craft Beer maintains sales through premiumisation and a wide range of flavours  
Consumers are drawn towards healthier beer options

### PROSPECTS AND OPPORTUNITIES

Seasonal and local flavours to bolster the landscape forward  
China's suspension of Taiwan beer exports may impact the long-term forecast  
Solid potential and growth opportunities found in non/low alcohol beer

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