

Sports Drinks in Taiwan

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

End of COVID-19 restrictions and growing offer of healthier options boost retail sales
Rising average temperatures continue to broaden appeal of sports drinks
Super Supau and Pocari Sweat remain the clear leaders as competition intensifies

PROSPECTS AND OPPORTUNITIES

Producers will continue to focus on improving health credentials of sports drinks
More players likely to launch packs that provide greater convenience and portability
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