

Fine Wines/Champagne and Spirits in Taiwan

October 2023

Table of Contents

Fine Wines/Champagne and Spirits in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fine wines/champagne and spirits sees rising current retail value sales in 2023

Luxury spirits sees the most significant value sales in 2023

Fine wines/champagne and spirits is led by Moët-Hennessy Taiwan in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of fine wines/champagne and spirits set to increase in constant 2023 terms over 2023-2028

Fine wines set to see the most dynamic percentage CAGR rise during forecast period

CATEGORY DATA

Table 1 - Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

Table 2 - Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

Table 4 - Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

Table 5 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

Table 6 - Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

Luxury Goods in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/fine-wines-champagne-and-spirits-in-taiwan/report.