

HW Soft Drinks in Taiwan

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand

2022 sees no sugar in the lead in health and wellness soft drinks

Concerns about weight boost low sugar soft drinks

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Health and wellness to drive product innovation in the coming years

No sugar offers potential in health and wellness soft drinks

Immune support set to grow over forecast period

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Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Overview

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