

# Naturally Healthy Beverages in Taiwan

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## Abstracts

While NH superfruit 100% juice products are rich in vitamins, minerals and other nutrients, for the most part they have not benefited from the trend towards healthier lifestyles in Taiwan in recent years. In contrast, this category posted negative results in volume and current value terms throughout the review period. This was mainly due to rising awareness that these products are high in sugar, which many consumers now try to actively avoid for health reasons. This latter behaviour has intensif...

Euromonitor International's Naturally Healthy Beverages in Taiwan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** NH Hot Drinks, NH Soft Drinks.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Naturally Healthy Beverages market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Declining trend in NH superfruit 100% juice deepens due to COVID-19 concerns

NH coconut water continues to gain popularity as a sports drink substitute

NH RTD green tea is the best performing category in volume growth terms

#### PROSPECTS AND OPPORTUNITIES

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