

Taiwan: Distilled Spirits Market Evaluation

The Distilled Spirits Council of the United States recently concluded an evaluation of the Taiwan market for distilled spirits. The market evaluation was an important follow-up to DISCUS's previous activities to promote American distilled spirits products in Taiwan. The market evaluation was supported by the U.S. Department of Agriculture under its Market Access Program.

The report found that Taiwan presents a growth opportunity for exporting distilled spirits from the U.S. with a population with an established interest in imported whiskeys, and a zero-import duty on spirits. The market has noted a growing trend of interest in premium and super-premium products as well as a decline in traditional spirits sales such as kaoliang. Such premiumization within the category suggests that whiskey consumers in Taiwan could be likely to explore the complex flavors of American Whiskeys as well, provided they are given increased opportunities to do so. Whiskey accounts for 92% of spirits imported to Taiwan, while American Whiskey currently accounts for 2% of this total.

Although exports of craft spirits have not proven as successful as the craft beer exports in Taiwan, this presents an opportunity for consumer education and raising awareness of the American craft spirits sector. Spirits consumers are seeking new products in the market and a blossoming cocktail culture has begun to take hold in Taipei.

Additionally, the report highlighted numerous opportunities to partner with importers.

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