

## **Chocolate Confectionery in Taiwan**

Market Direction | 2022-07-19 | 22 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Volume and current value sales remain positive in chocolate confectionery overall and throughout in 2022, but growth is considerably slowed from 2021's rebound rates. There is growing consensus in Taiwan that COVID-19 is something that needs to be learned to be lived with, and government policies are in line with this. However, confirmed case spikes in 2022 are leading to increased studying and working from home once again, undermining impulse purchases and slowing growth of chocolate confection...

Euromonitor International's Chocolate Confectionery in Taiwan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- \* Get a detailed picture of the Chocolate Confectionery 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,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

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.

## **Table of Contents:**

Chocolate Confectionery in Taiwan  
Euromonitor International  
July 2022

List Of Contents And Tables

### **CHOCOLATE CONFECTIONERY IN TAIWAN**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Boxed assortments leads growth with shifting demand patterns  
Ferrero maintains lead and focuses on segmentation  
Premiumisation propelled by greater sophistication in consumer tastes

#### **PROSPECTS AND OPPORTUNITIES**

Functionality signals development direction  
Bean-to-bar trend to gain ground  
Box assortments to gain share as premiumisation supports sales

#### **CATEGORY DATA**

Table 1 Sales of Chocolate Confectionery by Category: Volume 2017-2022  
Table 2 Sales of Chocolate Confectionery by Category: Value 2017-2022  
Table 3 Sales of Chocolate Confectionery by Category: % Volume Growth 2017-2022  
Table 4 Sales of Chocolate Confectionery by Category: % Value Growth 2017-2022  
Table 5 Sales of Chocolate Tablets by Type: % Value 2017-2022  
Table 6 NBO Company Shares of Chocolate Confectionery: % Value 2018-2022  
Table 7 LBN Brand Shares of Chocolate Confectionery: % Value 2019-2022  
Table 8 Distribution of Chocolate Confectionery by Format: % Value 2017-2022  
Table 9 Forecast Sales of Chocolate Confectionery by Category: Volume 2022-2027  
Table 10 □Forecast Sales of Chocolate Confectionery by Category: Value 2022-2027  
Table 11 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2022-2027  
Table 12 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2022-2027  
CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027  
CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

#### **SNACKS IN TAIWAN**

#### **EXECUTIVE SUMMARY**

Snacks in 2022: The big picture  
Key trends in 2022  
Competitive landscape  
Channel developments  
What next for snacks?

#### **MARKET DATA**

Table 13 Sales of Snacks by Category: Volume 2017-2022  
Table 14 Sales of Snacks by Category: Value 2017-2022  
Table 15 Sales of Snacks by Category: % Volume Growth 2017-2022

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 16 Sales of Snacks by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Snacks: % Value 2018-2022

Table 18 LBN Brand Shares of Snacks: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

Table 20 Distribution of Snacks by Format: % Value 2017-2022

Table 21 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 22 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Chocolate Confectionery in Taiwan

Market Direction | 2022-07-19 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com