

**Chocolate Confectionery in Taiwan**

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

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**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.

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