

Snacks in Taiwan

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Report description:

Home seclusion trends continue in Taiwan in 2022, as COVID-19 cases start to rise again. Though government policies favour learning to live with the virus without allowing too much disruption, the year is seeing rising numbers of citizens working and studying from home. As such, though several areas of snacks are recovering from the suppressed sales experienced at the height of the pandemic, return to pre-pandemic levels is often slower than previously expected. Continued mask-wearing and limited...

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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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