

Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan

Market Direction | 2022-07-19 | 29 pages | Euromonitor

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Report description:

Sweet biscuits, snack bars and fruit snacks saw consistent growth during the pandemic, boosted by home seclusion trends. In 2022, however, growth is slipping into the negative in volume terms overall and is slowing significantly in current value terms. Sweet biscuits, snack bars and fruit snacks faces increasing competition from savoury snacks, which is negatively impacting demand. Protein/energy bars continues to surge ahead of the rest, though from a small base and at slower rates than last ye...

Euromonitor International's Sweet Biscuits, Snack Bars and Fruit 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: Fruit Snacks, Snack Bars, Sweet Biscuits.

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

Why buy this report?

- * Get a detailed picture of the Sweet Biscuits, Snack Bars and Fruit 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.

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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Protein/energy bars welcomes local players but sees slowed growth due to virus trends

Premiumisation trend benefits dried fruit especially

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Cereal bars to build image as healthy snacks instead of meal replacements

Dried fruit to see continued innovation and new snacking occasions

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