

Drinking Milk Products in Taiwan

Market Direction | 2022-09-14 | 23 pages | Euromonitor

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Report description:

While retail sales of drinking milk products are predicted to benefit from the new wave of the pandemic in Taiwan in May and June of 2022, leading many to continue to work or study remotely, the channel is likely to experience a mixed performance. Convenience stores holds a notable share of retail sales but is set to lose notable ground to supermarkets, as on-the-go consumption occasions have been significantly reduced. Supermarkets on the other hand, is set to gain share as consumers prefer to...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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reliable information resources to help drive informed strategic planning.

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Foodservice slow to recover, particularly impacting demand for fresh milk

Consolidated competitive landscape sees rising trend of small farmers' brands

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