

Baked Goods in Taiwan

Market Direction | 2022-12-06 | 21 pages | Euromonitor

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Report description:

The habit of cooking and eating more at home that was established during the early stages of the COVID-19 crisis has continued in 2022. This has been to the benefit of packaged bread, which has been particularly popular for making toast. Confirmed positive case numbers of COVID-19 surged to their highest ever level in 2022, leading many people to remain on high alert and to prefer to stay at home. Moreover, Taiwan operates strict COVID-19 prevention policies, meaning that there has still been fr...

Euromonitor International's Baked Goods 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: Bread, Cakes, Dessert Mixes, Dessert Pies and Tarts, Frozen Baked Goods, Pastries.

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

Why buy this report?

- * Get a detailed picture of the Baked Goods 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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