

## **Ice Cream in Taiwan**

Market Direction | 2022-07-19 | 25 pages | Euromonitor

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### **Report description:**

Ice cream overall is posting positive but slowed volume and current value growth in 2022. Convenience stores remains the major channel for ice cream purchases and is gaining share in 2022. Many consumers order online and pick up in-store, and while collecting their shopping they often buy ice cream on impulse. An increasing number of influencers are sharing new ice cream products they have found through convenience stores with their followers on social media, thereby expanding the target audience...

Euromonitor International's Ice Cream 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: Frozen Yoghurt, Impulse Ice Cream, Plant-based Ice Cream, Take-Home Ice Cream, Unpackaged Ice Cream.

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

### **Why buy this report?**

- \* Get a detailed picture of the Ice Cream 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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