Supermarkets in Taiwan

Market Direction | 2023-04-04 | 37 pages | Euromonitor

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Report description:

Following a dynamic performance in 2020 and 2021 when home seclusion at the height of the restrictions saw many Taiwanese regularly cook their own meals, value growth of supermarkets stabilised over 2022, with busy local consumers returning to out-of-home routines and adjusting their shopping frequency accordingly. Nevertheless, fresh food delivery continued to gain stronger sales momentum in 2022, especially during a new wave of the pandemic in April which saw 10,000 cases of the virus recorded...

Euromonitor International's Supermarkets in Taiwan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?
* Get a detailed picture of the Supermarkets 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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Table of Contents:

Supermarkets in Taiwan
Euromonitor International
April 2023

List Of Contents And Tables

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