

## **Chocolate Confectionery in Taiwan**

Market Direction | 2023-07-04 | 21 pages | Euromonitor

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### **Report description:**

Consumer demand for chocolate confectionery has stabilised in 2023, with consumption shifting from bulk purchases in supermarkets to impulse small packs in convenience stores. Overall, volume sales of chocolate confectionery are nearing pre-COVID levels, aided by the full relaxation of restrictions from the third quarter of 2022. As consumers have returned to socialising and going out more regularly, they have also resumed impulse buying and shopping at convenience stores. Convenience store chai...

Euromonitor International's Chocolate Confectionery 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 2018-2022, 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 2027, clearly indicating how the market is expected to change.

Product coverage: Boxed Assortments, Chocolate Pouches and Bags, Chocolate with Toys, Countlines, Other Chocolate Confectionery, Seasonal Chocolate, Tablets.

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

Why buy this report?

- \* Get a detailed picture of the Chocolate Confectionery 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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