

Sugar Confectionery in Taiwan

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

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Report description:

In 2023, medicated confectionery and mints are seeing a further recovery in retail volume sales, with current value sales moving closer to pre-pandemic levels. As the mask mandate was lifted inside and outside, consumers are increasingly returning to impulse purchases at convenience stores. The removal of masks also led to the return of many viral respiratory conditions and coughing, which is driving sales of throat lozenges to alleviate throat discomfort. Much of the growth in mint consumption...

Euromonitor International's Sugar 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

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

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