

Drinking Milk Products in Taiwan

Market Direction | 2023-09-27 | 21 pages | Euromonitor

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Report description:

During the first half of 2022, the high number of confirmed COVID-19 cases led to a significant portion of the population being under home isolation. This resulted in heightened demand for larger-sized drinking milk products, as well as shelf-stable and powder milk that could be stored at room temperature.

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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