

## **Breakfast Cereals in Taiwan**

Market Direction | 2024-02-27 | 19 pages | Euromonitor

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### **Report description:**

Breakfast cereals in Taiwan was negatively affected by the lifting of COVID-19 restrictions. This resulted in the return to working outside the home, travel and on-the-go consumption. Hence, the occasions for having breakfast at home in Taiwan were reduced in 2023. This directly impacted the consumption of breakfast cereals, which are mainly consumed at home, and, following spikes in retail volume sales in 2020 and 2021, led to declines in demand in 2022 and, especially, 2023.

Euromonitor International's Breakfast Cereals 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Hot Cereals, RTE Cereals.

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

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

- \* Get a detailed picture of the Breakfast Cereals 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:

Breakfast Cereals in Taiwan

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### List Of Contents And Tables

#### BREAKFAST CEREALS IN TAIWAN

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

The resumption of travel and office routines reduce the demand for breakfast cereals

Expanding the variety of flavours and adding different types of fruit

Leading players show resilience to consumption shifts

##### PROSPECTS AND OPPORTUNITIES

Trend for cereal and granola to-go products is set to continue

Players invest in distribution to gain a competitive edge

Breakfast cereals players need to rise to the challenge to remain competitive

##### CATEGORY DATA

Table 1 Sales of Breakfast Cereals by Category: Volume 2018-2023

Table 2 Sales of Breakfast Cereals by Category: Value 2018-2023

Table 3 Sales of Breakfast Cereals by Category: % Volume Growth 2018-2023

Table 4 Sales of Breakfast Cereals by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Breakfast Cereals: % Value 2019-2023

Table 6 LBN Brand Shares of Breakfast Cereals: % Value 2020-2023

Table 7 Distribution of Breakfast Cereals by Format: % Value 2018-2023

Table 8 Forecast Sales of Breakfast Cereals by Category: Volume 2023-2028

Table 9 Forecast Sales of Breakfast Cereals by Category: Value 2023-2028

Table 10 Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Breakfast Cereals by Category: % Value Growth 2023-2028

#### STAPLE FOODS IN TAIWAN

##### EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

##### MARKET DATA

Table 12 Sales of Staple Foods by Category: Volume 2018-2023

Table 13 Sales of Staple Foods by Category: Value 2018-2023

Table 14 Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 15 Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 16 NBO Company Shares of Staple Foods: % Value 2019-2023

Table 17 LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 18 Penetration of Private Label by Category: % Value 2018-2023

Table 19 Distribution of Staple Foods by Format: % Value 2018-2023

Table 20 Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 21 Forecast Sales of Staple Foods by Category: Value 2023-2028

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Table 22 □Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 23 □Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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