

Processed Meat, Seafood and Alternatives To Meat in Taiwan

Market Direction | 2024-02-27 | 23 pages | Euromonitor

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Report description:

In 2023, the overall retail demand for processed meat, seafood and alternatives to meat dropped in Taiwan as consumers resumed pre-COVID-19 pandemic lifestyles. The category had seen a surge in demand in the wake of the COVID-19 pandemic, driven by the increased time spent and the constant need to cook and eat at home. With the lifting of pandemic restrictions in late 2022, demand shifted from retail to foodservice as consumers returned to work and social norms and dining out. Demand also shifted...

Euromonitor International's Processed Meat, Seafood and Alternatives to Meat 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: Meat and Seafood Substitutes, Processed Meat, Processed Seafood, Tofu and Derivatives.

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

Why buy this report?

- * Get a detailed picture of the Processed Meat, Seafood and Alternatives to Meat 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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Health and indulgence trends favour meat and seafood substitutes

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