

HW Cooking Ingredients and Meals in Taiwan

Market Direction | 2023-11-07 | 13 pages | Euromonitor

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Report description:

Despite Taiwan aiming to live with COVID-19 and return to normal lifestyles, confirmed COVID-19 case numbers spiked in 2022 with more than 10,000 cases per day. In line with heightened health consciousness, which has been bolstered by the experiences of the COVID-19 crisis, consumers are increasingly demanding more natural products and fewer additives in their food. They are especially wary of added sugar, with sugar becoming the focus of a growing amount of publicity for its role in the develop...

Euromonitor International's HW Cooking Ingredients and Meals in Taiwan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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Euromonitor International
January 2024

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HW COOKING INGREDIENTS AND MEALS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural gains traction in health and wellness cooking ingredients and meals

2022 sees vegetarian in the lead in health and wellness cooking ingredients and meals

Consumers use more gluten free cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

No added sugar will continue to grow in health and wellness cooking ingredients and meals in the forecast period

High protein most promising in health and wellness cooking ingredients and meals to 2027

Good source of omega 3s shows promise

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HEALTH AND WELLNESS IN TAIWAN

EXECUTIVE SUMMARY

Overview

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