

Snacks in Taiwan

Market Direction | 2024-07-04 | 74 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

The snacks market is set to see current value growth in Taiwan in 2024, though volume sales are expected to decline. Many consumers have reduced their habit of eating snacks at home and also reduced the practices of hoarding and bulk purchasing since the COVID-19 crisis. Meanwhile, more consumers have returned to convenience stores and impulse purchases, which tend to involve smaller pack sizes than sales through channels such as supermarkets and hypermarkets. Chocolate confectionery, sugar conf...

Euromonitor International's Snacks 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: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Snacks in Taiwan
Euromonitor International
July 2024

List Of Contents And Tables

SNACKS IN TAIWAN

EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

CHOCOLATE CONFECTIONERY IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth in chocolate consumption

Soaring cocoa price

Local brand, Kaiser, gains share

PROSPECTS AND OPPORTUNITIES

Chocolate pouches and bags turning into next popular chocolate category

Seeking self-indulgence in chocolate assortment products

Polarisation in chocolate tablet products

CATEGORY DATA

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024

Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024

Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024

Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029

Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029

Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

GUM IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth in gum

Lotte continues to gain share in chewing gum

Wrigley's Extra shifts its brand position towards personal benefits rather than functional benefits

PROSPECTS AND OPPORTUNITIES

Future growth in chewing gum is expected to be limited

Shifting from convenience stores towards bulk purchases in supermarkets

Play Gum targeting youth consumers

CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024

Table 26 Sales of Gum by Category: Value 2019-2024

Table 27 Sales of Gum by Category: % Volume Growth 2019-2024

Table 28 Sales of Gum by Category: % Value Growth 2019-2024

Table 29 Sales of Gum by Flavour: Rankings 2019-2024

Table 30 NBO Company Shares of Gum: % Value 2020-2024

Table 31 LBN Brand Shares of Gum: % Value 2021-2024

Table 32 Distribution of Gum by Format: % Value 2019-2024

Table 33 Forecast Sales of Gum by Category: Volume 2024-2029

Table 34 □Forecast Sales of Gum by Category: Value 2024-2029

Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

SUGAR CONFECTIONERY IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Limited growth in sugar confectionery

Demand for medicated confectionery continues to grow

Muji gaining share in sugar confectionery

PROSPECTS AND OPPORTUNITIES

Consumers seeking value for money in pastilles, gummies, jellies and chews

Bifido expected to gain share in sugar confectionery with its probiotic health claim

Boiled sweets gaining more traction

CATEGORY DATA

Summary 2 Other Sugar Confectionery by Product Type: 2024

Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024

Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024

Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024
Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024
Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024
Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024
Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029
Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029
Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029
Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stagnation in sweet biscuits

Private label expands in fruit snacks

I-Mei develops freeze-dried offer

PROSPECTS AND OPPORTUNITIES

Snack bars to see limited growth

Strong cross-category competition between sweet and savoury biscuits

More cross-category innovation

CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024
Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024
Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024
Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024
Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024
Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024
Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024
Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024
Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024
Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024
Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024
Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024
Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024
Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024
Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024
Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024
Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029
Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029
Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029
Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

ICE CREAM IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

The recovery of impulse ice cream falls short of expectations

Water ice cream experiences significant growth

Haagen-Dazs continues to gain share

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued focus on take home ice cream

Dessert-style ice cream products continue to gain traction

Health claims rising

CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

SAVOURY SNACKS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand declining in 2024

Banned Sudan dye found in savoury snack products

Lay's continues to expand its investment in Taiwan

PROSPECTS AND OPPORTUNITIES

Rising home gaming offers snack opportunities

Tailoring products to different distribution channels with various packaging sizes

Advanced version of natural, additive free

CATEGORY DATA

Summary 3 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Snacks in Taiwan

Market Direction | 2024-07-04 | 74 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com