

Sugar Confectionery in Taiwan

Market Direction | 2024-07-04 | 22 pages | Euromonitor

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Report description:

Sugar confectionery is set to see current value growth in Taiwan in 2024, though volumes are expected to stagnate during the year. As in the chocolate confectionery category, the overall demand for sugar confectionery showed a decline in demand in 2023. Home snack consumption habits waned, with lower hoarding and bulk purchasing. More consumers were returning to convenience stores and impulse purchases and the frequent promotion and marketing activities in this area drove a wave of sales. However...

Euromonitor International's Sugar Confectionery 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: Boiled Sweets, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Sugar Confectionery, Pastilles, Gummies, Jellies and Chews, Toffees, Caramels and Nougat.

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

Why buy this report?

- * Get a detailed picture of the Sugar Confectionery 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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reliable information resources to help drive informed strategic planning.

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