

**Butter and Spreads in Taiwan**

Market Direction | 2024-08-21 | 18 pages | Euromonitor

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**Report description:**

Freed from the restrictions on movement seen during the pandemic, 2023 saw a surge in consumers dining out. After relying on home-cooked meals during the pandemic, consumers were keen to begin indulging in dining out again, significantly reducing the demand for butter which is used in home cooking and baking. This trend has continued into 2024 with it undermining the retail demand for butter. Additionally, many consumers have been keen to travel internationally which has dealt a further blow to...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and 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 Butter and Spreads 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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##### SOURCES

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## Summary 1 Research Sources

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