

Drinking Milk Products in Taiwan

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

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Report description:

With the pandemic over consumers have been returning to convenience stores to buy fresh milk with there being no need for bulk purchases at supermarkets or hypermarkets anymore. Consumers have been shifting back to their pre-pandemic preference for smaller pack sizes that help avoid waste, which has led to sales of fresh milk stagnating in retail volume terms in 2024. Another reason for sales of fresh milk stagnating is due to strong cross-category competition from plant-based milk, shelf stable...

Euromonitor International's Drinking Milk Products 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: Flavoured Milk Drinks, Milk, Powder Milk.

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

Why buy this report?

- * Get a detailed picture of the Drinking Milk Products 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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