

## **HW Cooking Ingredients and Meals in Taiwan**

Market Direction | 2024-08-08 | 16 pages | Euromonitor

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### **Report description:**

Despite the country's aim to live with COVID-19 and return to pre-pandemic lifestyles, confirmed COVID-19 case numbers spiked in 2023 in Taiwan with more than 10,000 cases per day. In line with heightened health consciousness, which has been bolstered by pandemic experiences, local consumers are increasingly demanding more natural products and fewer additives in their food. They are especially wary of added sugar - sugar has become the focus of rising publicity for its role in the development of...

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 2019-2023, 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 2028 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  
August 2024

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#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Natural gains traction in health and wellness cooking ingredients and meals as consumers shift away from sugar

2023 sees vegetarian as leading claim

Gluten free sauces, dips and condiments continues rapid rise, while new rice bran oil attracts attention

#### **PROSPECTS AND OPPORTUNITIES**

No added sugar set to see persistently positive growth throughout forecast period

High protein faces promising prospects though stricter regulations will focus on claims

Good source of omega 3s to expand in sauces, dips and condiments

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Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### **DISCLAIMER**

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