

HW Dairy Products and Alternatives in Taiwan

Market Direction | 2024-08-08 | 15 pages | Euromonitor

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Report description:

The increasingly sophisticated character of consumer demand for dairy products continued to be driven by the effects of the COVID-19 pandemic throughout 2023, despite the fact that related restrictions were lifted in October of that year. Before Taiwan returned to pre-pandemic norms, most local consumers continued to work and study remotely from home. This helped to maintain the momentum of dairy segments such as butter, spreads, cheese, yoghurt and cream. Among various attributes, low/no fat an...

Euromonitor International's HW Dairy Products and Alternatives 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 Baby Food, HW Dairy, HW Dairy Products and Alternatives by Type.

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 Dairy Products and Alternatives 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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HW DAIRY PRODUCTS AND ALTERNATIVES IN TAIWAN

KEY DATA FINDINGS

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Health consciousness remains key growth driver of dairy products consumption in 2023

Low fat leads health and wellness dairy products and alternatives in 2023

Plant-based products a key trend in 2023

PROSPECTS AND OPPORTUNITIES

Resumption of pre-pandemic routines may curb growth in health and wellness packaged dairy products

Good source of minerals set to see solid growth over the forecast period

Continued decline for brain health and memory, while plant-based cheese looks set to do well

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HEALTH AND WELLNESS IN TAIWAN

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Diabetes prevalence

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