

HW Snacks in Taiwan

Market Direction | 2024-08-08 | 14 pages | Euromonitor

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Report description:

Health and wellness trends were already underway prior to the pandemic in Taiwan, but the coronavirus crises served to accelerate them. Local consumers faced the fear of contracting the virus and the challenges posed by the sedentary lifestyles and overconsumption associated with lockdown periods. The rise in consumer health consciousness has given birth to a wide range of healthy snacks, with high protein options proving to be particular popular, especially in seafood snacks, savoury snacks and...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 SNACKS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

High protein snacks prove popular with local consumers, while new probiotic gummy products target children

2023 sees no sugar in the lead in health and wellness snacks

Vegetarian grows within health and wellness snacks as consumers reassess their diets

PROSPECTS AND OPPORTUNITIES

Alternative ingredient chips to be increasingly popular due to their perceived health benefits

Vegan and functional variants face bright future health

High protein set to benefit from evolving dietary trends

MARKET DATA

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HEALTH AND WELLNESS IN TAIWAN

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Health and wellness in focus

Consumer diet trends

Health-related deaths

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Diabetes prevalence

DISCLAIMER

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