

Meals and Soups in Taiwan

Market Direction | 2024-10-31 | 20 pages | Euromonitor

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Report description:

With consumers increasingly dining out once again in Taiwan, there has been a decline in the frequency of consuming ready meals at home. There was a modest uptick in price, reflecting the broader economic conditions, that also curbed some demand. Nonetheless, volume sales of ready meals continue to show growth in 2024 reflecting their convenience which is appreciated by locals. Indeed, less time spent at home has spurred a demand for meals and soups with enhanced taste, reminiscent of the qualit...

Euromonitor International's Meals and Soups 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: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

- * Get a detailed picture of the Meals and Soups 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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