

Sweet Spreads in Taiwan

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Table of Contents

Sweet Spreads in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Return to normal routine negatively impacts retail demand for sweet spreads Honey remains a popular choice for health-conscious consumers Local breakfast culture boosts on-trade consumption

PROSPECTS AND OPPORTUNITIES

Reduced sugar awareness and focus on natural ingredients Honey growth as a natural sweetener with health benefits Ingredients based on fruit as sweeteners are becoming more popular

CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2018-2023
Table 2 - Sales of Sweet Spreads by Category: Value 2018-2023
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2018-2023
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2018-2023
Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2018-2023
Table 6 - NBO Company Shares of Sweet Spreads: % Value 2019-2023
Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2020-2023
Table 8 - Distribution of Sweet Spreads by Category: Volume 2023-2028
Table 9 - Forecast Sales of Sweet Spreads by Category: Value 2023-2028
Table 10 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2023-2028

Cooking Ingredients and Meals in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for cooking ingredients and meals?

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2018-2023
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2018-2023
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2018-2023
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2019-2023
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2018-2023
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2023-2028
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2023-2028
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2023-2028

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