



Health and Wellness in Taiwan

November 2023

Table of Contents

Health and Wellness in Taiwan

EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Instant tea slows down due to increasing consumer concern with health and wellness

Natural leads health and wellness hot drinks, but sees sales fall in 2022

Organic demand driven by desire to drink natural hot drinks

PROSPECTS AND OPPORTUNITIES

Natural shows promise in health and wellness hot drinks

No added sugar expected to grow due to weight and cardiovascular concerns

Growing demand for vegan products

CATEGORY DATA

Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 7 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Soft Drinks in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand

2022 sees no sugar in the lead in health and wellness soft drinks

Concerns about weight boost low sugar soft drinks

PROSPECTS AND OPPORTUNITIES

Health and wellness to drive product innovation in the coming years

No sugar offers potential in health and wellness soft drinks

Immune support set to grow over forecast period

CATEGORY DATA

Table 8 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 9 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 10 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 11 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 12 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 15 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW Snacks in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Healthy fruit and high protein snacks prove popular with local consumers
2022 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 shows most promise in health and wellness snacks
High protein also expected to benefit from changing dietary trends

CATEGORY DATA

Table 16 - Sales of Snacks by Health and Wellness Type: Value 2019-2022
Table 17 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022
Table 18 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022
Table 19 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022
Table 20 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022
Table 21 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 22 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022
Table 23 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027
Table 24 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

[HW Dairy Products and Alternatives in Taiwan](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Health consciousness remains the key driving factor behind dairy products consumption in 2022
Low fat leads health and wellness dairy products and alternatives in 2022
High protein benefits from increased awareness of the importance of strong metabolisms

PROSPECTS AND OPPORTUNITIES

Resumption of normal routines dims health and wellness packaged dairy products
Good source of minerals set to see strongest performance in health and wellness dairy products and alternatives over the forecast period
Promising outlook for brain health and memory

CATEGORY DATA

Table 25 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022
Table 26 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022
Table 27 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
Table 28 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
Table 29 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2
Table 30 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022
Table 31 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027
Table 32 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

[HW Cooking Ingredients and Meals in Taiwan](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Natural gains traction in health and wellness cooking ingredients and meals
2022 sees vegetarian in the lead in health and wellness cooking ingredients and meals
Consumers use more gluten free cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

No added sugar will continue to grow in health and wellness cooking ingredients and meals in the forecast period
High protein most promising in health and wellness cooking ingredients and meals to 2027
Good source of omega 3s shows promise

CATEGORY DATA

Table 33 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022
Table 34 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022
Table 35 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
Table 36 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
Table 37 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
Table 38 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
Table 39 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022
Table 40 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027
Table 41 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW Staple Foods in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein remains crucial in staple foods due to the fitness craze
Gluten free leads health and wellness staple foods in 2022
Desire to be healthy means low sugar records growth within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Plant-based is set to grow in health and wellness staple foods
Low sugar most promising in health and wellness staple foods to 2027
Immune support to see rising demand

CATEGORY DATA

Table 42 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2022
Table 43 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022
Table 44 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 45 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 46 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 47 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022
Table 48 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027
Table 49 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

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