



# Savoury Snacks in Taiwan

July 2024

Table of Contents

## Savoury Snacks in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand declining in 2024

Banned Sudan dye found in savoury snack products

Lay's continues to expand its investment in Taiwan

#### PROSPECTS AND OPPORTUNITIES

Rising home gaming offers snack opportunities

Tailoring products to different distribution channels with various packaging sizes

Advanced version of natural, additive free

#### CATEGORY DATA

Summary 1 - Other Savoury Snacks by Product Type: 2024

Table 1 - Sales of Savoury Snacks by Category: Volume 2019-2024

Table 2 - Sales of Savoury Snacks by Category: Value 2019-2024

Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 5 - NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 7 - Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

## Snacks in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2019-2024

Table 13 - Sales of Snacks by Category: Value 2019-2024

Table 14 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 15 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 16 - NBO Company Shares of Snacks: % Value 2020-2024

Table 17 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 18 - Penetration of Private Label by Category: % Value 2019-2024

Table 19 - Distribution of Snacks by Format: % Value 2019-2024

Table 20 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 21 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/savoury-snacks-in-taiwan/report](http://www.euromonitor.com/savoury-snacks-in-taiwan/report).