

# HW Snacks in Taiwan

November 2023

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## 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

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Overview

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