



HW Dairy Products and Alternatives in Taiwan

November 2023

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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

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EXECUTIVE SUMMARY

Overview

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