

HW Staple Foods in Taiwan

November 2023

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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

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Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Overview

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