

Processed Meat, Seafood and Alternatives To Meat in Taiwan

February 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Overall retail demand decreases due to the resumption of pre-COVID-19 pandemic routines

Chilled meat and seafood gain momentum from a “fresh” choice perception

Health and indulgence trends favour meat and seafood substitutes

PROSPECTS AND OPPORTUNITIES

Sustainability and healthy eating to drive meat and seafood substitutes and tofu and derivatives

Foodservice to remain the fastest volume growth channel as tourism flows increase

Consumer demand for quality products to drive premiumisation trend

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2018-2023

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2018-2023

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2018-2023

Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2018-2023

Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2018-2023

Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2018-2023

Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2018-2023

Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2019-2023

Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2023

Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2018-2023

Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2023-2028

Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2023-2028

Staple Foods in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for staple foods?

MARKET DATA

Table 15 - Sales of Staple Foods by Category: Volume 2018-2023

Table 16 - Sales of Staple Foods by Category: Value 2018-2023

Table 17 - Sales of Staple Foods by Category: % Volume Growth 2018-2023

Table 18 - Sales of Staple Foods by Category: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Staple Foods: % Value 2019-2023

Table 20 - LBN Brand Shares of Staple Foods: % Value 2020-2023

Table 21 - Penetration of Private Label by Category: % Value 2018-2023

Table 22 - Distribution of Staple Foods by Format: % Value 2018-2023

Table 23 - Forecast Sales of Staple Foods by Category: Volume 2023-2028

Table 24 - Forecast Sales of Staple Foods by Category: Value 2023-2028

Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2023-2028

Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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