



KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Value Growth Remains Strong Despite Slowing Volume Demand

Stapling of Snacks Drives Demand for Filling Everyday Options

Chart 2 - Lay's Fish and Chips

Consumers Seek Bolder and More Authentic Spicy Flavour Experiences

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Flavour Innovation and Premium Positioning Set to Sustain Value Growth

Health-Focused Innovation Expected to Reshape Future Consumption Patterns

Chart 6 - Analyst Insight for Savoury Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lian Hwa Foods Strengthens Its Lead as Concentration Increases

Local Relevance and Execution Support Continued Share Gains

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Convenience Stores Remain the Dominant Route to Purchase

Omnichannel Strategies Reshape Retail Engagement

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Health and Naturalness Reshape New Product Development

Local Ingredient Provenance and Seasonal Launches Build Brand Relevance

Innovation Drives Premiumisation and Sustained Commercial Value

ECONOMIC CONTEXT

Chart 12 - Economic Context for Savoury Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Savoury Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

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EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Snacks Continues to Outperform Broader Food Spending in Taiwan

Snacks Become Everyday Meal Solutions

Chart 19 - Viva+ Nutritional Snacks

Insight-Driven Innovation Turns Cultural Moments into Purchases

Chart 20 - Oreo and Bts Collaboration

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Supermarkets Expected to Benefit From More Frequent Purchasing Patterns

Agile Innovation Set to Become Essential in a Fast-Changing Consumer Environment

Localisation and Compliance to Strengthen Long-Term Competitiveness

Chart 23 - Analyst Insight for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lian Hwa Foods Extends Lead as Rivals Lose Ground

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Convenience Stores Retain Leadership as Shopping Missions Diverge

E-Commerce Expands through Value, Assortment and Product Discovery

Retail Channels Benefit From Changing Consumption Habits

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Premiumisation and Functional Ingredients Redefine Snacks

Cross-Category Collaboration and Seasonal Launches Accelerate the Pace of New Products

Channel Growth Confirms That Innovation Directly Converts into Incremental Revenue

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

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