Snacks in Taiwan
July 2023
Table of Contents
Snacks in Taiwan

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Key trends in 2023
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023
Table 2 - Sales of Snacks by Category: Value 2018-2023
Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Snacks: % Value 2019-2023
Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 7 - Penetration of Private Label by Category: % Value 2018-2023
Table 8 - Distribution of Snacks by Format: % Value 2018-2023
Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail volume sales stabilise after COVID-19 pandemic
The Hershey Co ramps up product development and marketing activity
Muji launches its first chocolate product in Taiwan

PROSPECTS AND OPPORTUNITIES

Cross-category competition to intensify in the upcoming period
Unit-President aims to take premium chocolate to the next level
Further innovation in flavour and texture

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023
Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023
Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023
Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023
Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023
Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023
Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023
Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023
Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028
Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028
Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028
### Gum in Taiwan

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS
- Gum sales make strong rebound in 2023
- Lotte Taiwan gains retail value share
- Wrigley’s Airwaves continues to maintain pole position

#### PROSPECTS AND OPPORTUNITIES
- Limited growth in the short-term
- Growing bulk purchases with more indoor gum consumption occasions
- E-commerce opens up sales potential for niche brands

#### CATEGORY DATA
- Table 25 - Sales of Gum by Category: Volume 2018-2023
- Table 26 - Sales of Gum by Category: Value 2018-2023
- Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023
- Table 28 - Sales of Gum by Category: % Value Growth 2018-2023
- Table 29 - Sales of Gum by Flavour: Rankings 2018-2023
- Table 30 - NBO Company Shares of Gum: % Value 2019-2023
- Table 31 - LBN Brand Shares of Gum: % Value 2020-2023
- Table 32 - Distribution of Gum by Format: % Value 2018-2023
- Table 33 - Forecast Sales of Gum by Category: Volume 2023-2028
- Table 34 - Forecast Sales of Gum by Category: Value 2023-2028
- Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
- Table 36 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

### Sugar Confectionery in Taiwan

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS
- Mint and medicated confectionery continues to recover in 2023
- Stronger growth for boiled sweets and lollipops
- Medicated confectionery becomes more fragmented

#### PROSPECTS AND OPPORTUNITIES
- Pastilles, gummies, jellies and chews will make slower progress
- Manufacturers seize functional product opportunities
- Private label looks to gain foothold in sugar confectionery

#### Summary 2 - Other Sugar Confectionery by Product Type: 2023

#### CATEGORY DATA
- Table 37 - Sales of Sugar Confectionery by Category: Volume 2018-2023
- Table 38 - Sales of Sugar Confectionery by Category: Value 2018-2023
- Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
- Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
- Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
- Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023
- Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
- Table 44 - Distribution of Sugar Confectionery by Format: % Value 2018-2023
Ice Cream in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Ice cream sales slowdown after strong year
Innovation in both flavour and texture
Digital sales on the rise in ice cream

PROSPECTS AND OPPORTUNITIES
Multi-pack ice cream faces will benefit from new flavours
Taiwanese get a better taste for water ice cream
Supermarkets and hypermarkets respond to multi-pack trend

CATEGORY DATA
Table 49 - Sales of Ice Cream by Category: Volume 2018-2023
Table 50 - Sales of Ice Cream by Category: Value 2018-2023
Table 51 - Sales of Ice Cream by Category: % Volume Growth 2018-2023
Table 52 - Sales of Ice Cream by Category: % Value Growth 2018-2023
Table 53 - Sales of Impulse Ice Cream by Leading Flavours: Rankings 2018-2023
Table 54 - Sales of Impulse Ice Cream by Format: % Value 2018-2023
Table 55 - NBO Company Shares of Ice Cream: % Value 2019-2023
Table 56 - LBN Brand Shares of Ice Cream: % Value 2020-2023
Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023
Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023
Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023
Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023
Table 61 - Distribution of Ice Cream by Format: % Value 2018-2023
Table 62 - Forecast Sales of Ice Cream by Category: Volume 2023-2028
Table 63 - Forecast Sales of Ice Cream by Category: Value 2023-2028
Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Savoury Snacks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Savoury snacks witness sluggish volume growth in 2023
Recovery in meat snacks supported by gifting occasions
Vegetable chips continue to see rapid growth

PROSPECTS AND OPPORTUNITIES
Private labels to expand its position
Ongoing innovation in texture and format
Strong cross-category competition from sweet snacks
Summary 3 - Other Savoury Snacks by Product Type: 2023

CATEGORY DATA
Sweet Biscuits, Snack Bars and Fruit Snacks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Sweet biscuits shows strong growth due to sweet cravings
Snack bars witness stronger performance
Oreo uses new flavours and co-branding to drive sales

PROSPECTS AND OPPORTUNITIES
Rising popularity of plain biscuits
Savoury snacks players shift into sweet biscuits
Innovation remains vital to this competitive category

CATEGORY DATA

Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023
Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023
Table 85 - NBO Company Shares of Snack Bars: % Value 2019-2023
Table 86 - LBN Brand Shares of Snack Bars: % Value 2020-2023
Table 87 - NBO Company Shares of Fruit Snacks: % Value 2019-2023
Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023
Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023
Table 90 - Distribution of Sweet Biscuits by Format: % Value 2018-2023
Table 91 - Distribution of Snack Bars by Format: % Value 2018-2023
Table 92 - Distribution of Fruit Snacks by Format: % Value 2018-2023
Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

About Euromonitor International
Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.
Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-taiwan/report](http://www.euromonitor.com/snacks-in-taiwan/report).