

Cooking Ingredients and Meals in Taiwan

November 2022

Table of Contents

Cooking Ingredients and Meals in Taiwan

EXECUTIVE SUMMARY

Cooking ingredients and meals in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for cooking ingredients and meals?

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022

Table 2 - Sales of Cooking Ingredients and Meals by Category: Value 2017-2022

Table 3 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022

Table 4 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022

Table 6 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022

Table 7 - Penetration of Private Label by Category: % Value 2017-2022

Table 8 - Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027

Table 10 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027

Table 11 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027

Table 12 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Edible Oils in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Volume growth for olive oil is lower than anticipated throughout 2022

The government controls price-points of edible oils to maintain affordability

Foodservice demand shows slower recovery as price points rise

PROSPECTS AND OPPORTUNITIES

Increased varieties aid the performance of Weiyi over the coming years

Olive oil attracts younger and older consumers through various methods

New consumers leads to strong potential for blended oils

CATEGORY DATA

Table 13 - Sales of Edible Oils by Category: Volume 2017-2022

Table 14 - Sales of Edible Oils by Category: Value 2017-2022

Table 15 - Sales of Edible Oils by Category: % Volume Growth 2017-2022

Table 16 - Sales of Edible Oils by Category: % Value Growth 2017-2022

Table 17 - NBO Company Shares of Edible Oils: % Value 2018-2022

Table 18 - LBN Brand Shares of Edible Oils: % Value 2019-2022

Table 19 - Distribution of Edible Oils by Format: % Value 2017-2022

Table 20 - Forecast Sales of Edible Oils by Category: Volume 2022-2027

Table 21 - Forecast Sales of Edible Oils by Category: Value 2022-2027

Table 22 - Forecast Sales of Edible Oils by Category: % Volume Growth 2022-2027

Table 23 - Forecast Sales of Edible Oils by Category: % Value Growth 2022-2027

Meals and Soups in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ongoing home quarantine benefits results in ready meals
Increasing premiumisation and product variety aids sales of frozen ready meals
Slow recovery for soup as chilled options suffer from ongoing home cooking

PROSPECTS AND OPPORTUNITIES

Busy working lifestyles benefits volume and value sales of ready meals
Growing competition as restaurants launch their offerings in ready meals
Soup sales benefit from ongoing premiumisation on the landscape

CATEGORY DATA

Table 24 - Sales of Meals and Soups by Category: Volume 2017-2022
Table 25 - Sales of Meals and Soups by Category: Value 2017-2022
Table 26 - Sales of Meals and Soups by Category: % Volume Growth 2017-2022
Table 27 - Sales of Meals and Soups by Category: % Value Growth 2017-2022
Table 28 - Sales of Chilled Ready Meals by Ethnicity: % Value 2017-2022
Table 29 - Sales of Frozen Ready Meals by Ethnicity: % Value 2017-2022
Table 30 - Sales of Soup by Leading Flavours: Rankings 2017-2022
Table 31 - NBO Company Shares of Meals and Soups: % Value 2018-2022
Table 32 - LBN Brand Shares of Meals and Soups: % Value 2019-2022
Table 33 - Distribution of Meals and Soups by Format: % Value 2017-2022
Table 34 - Forecast Sales of Meals and Soups by Category: Volume 2022-2027
Table 35 - Forecast Sales of Meals and Soups by Category: Value 2022-2027
Table 36 - Forecast Sales of Meals and Soups by Category: % Volume Growth 2022-2027
Table 37 - Forecast Sales of Meals and Soups by Category: % Value Growth 2022-2027

Sauces, Dips and Condiments in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Following home seclusion, demand for sauces and cooking ingredients remains positive
Restaurant players enter the sauces, dips and condiments landscape
Specialist grocery stores boost awareness of small local players

PROSPECTS AND OPPORTUNITIES

Foodservice recovery is slow as retail sales continue to grow
Convenience sauces gain momentum as consumers search for quick meal solutions
The pursuit of a variety of flavours impacts sales over the coming years

CATEGORY DATA

Table 38 - Sales of Sauces, Dips and Condiments by Category: Volume 2017-2022
Table 39 - Sales of Sauces, Dips and Condiments by Category: Value 2017-2022
Table 40 - Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2017-2022
Table 41 - Sales of Sauces, Dips and Condiments by Category: % Value Growth 2017-2022
Table 42 - NBO Company Shares of Sauces, Dips and Condiments: % Value 2018-2022
Table 43 - LBN Brand Shares of Sauces, Dips and Condiments: % Value 2019-2022
Table 44 - Distribution of Sauces, Dips and Condiments by Format: % Value 2017-2022
Table 45 - Forecast Sales of Sauces, Dips and Condiments by Category: Volume 2022-2027
Table 46 - Forecast Sales of Sauces, Dips and Condiments by Category: Value 2022-2027

Table 47 - Forecast Sales of Sauces, Dips and Condiments by Category: % Volume Growth 2022-2027

Table 48 - Forecast Sales of Sauces, Dips and Condiments by Category: % Value Growth 2022-2027

Sweet Spreads in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

The home cooking trend drives demand for sweet spreads

Honey shows more significant growth due to continued cases of COVID-19

Local culture creates opportunities for niche brands in jams and preserves

PROSPECTS AND OPPORTUNITIES

Honey sales are driven by the growing health trend and credible quality

Jams and preserves continue to maintain traction in the forecast period

The health and wellness trend shapes the sweet spread landscape

CATEGORY DATA

Table 49 - Sales of Sweet Spreads by Category: Volume 2017-2022

Table 50 - Sales of Sweet Spreads by Category: Value 2017-2022

Table 51 - Sales of Sweet Spreads by Category: % Volume Growth 2017-2022

Table 52 - Sales of Sweet Spreads by Category: % Value Growth 2017-2022

Table 53 - Sales of Jams and Preserves by Leading Flavours: Rankings 2017-2022

Table 54 - NBO Company Shares of Sweet Spreads: % Value 2018-2022

Table 55 - LBN Brand Shares of Sweet Spreads: % Value 2019-2022

Table 56 - Distribution of Sweet Spreads by Format: % Value 2017-2022

Table 57 - Forecast Sales of Sweet Spreads by Category: Volume 2022-2027

Table 58 - Forecast Sales of Sweet Spreads by Category: Value 2022-2027

Table 59 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2022-2027

Table 60 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2022-2027

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 focussing 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/cooking-ingredients-and-meals-in-taiwan/report.