

Other Dairy in Taiwan

September 2022

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Other Dairy in Taiwan - Category analysis

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2022 DEVELOPMENTS

Retail sales of other dairy benefit from home seclusion in 2021 but category experiences mixed performance

Fuller recovery in demand through foodservice prevented due to ongoing COVID-19 pandemic

Local players attempt to add excitement to condensed milk

PROSPECTS AND OPPORTUNITIES

Strong competition from various dairy products to result in further declines through for coffee whiteners

Stable but undynamic demand predicted for chilled dairy desserts

Cream will continue to appeal to home cooks, but high price will restrict target audience

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