

Sugar Confectionery in Taiwan

July 2022

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Sugar Confectionery in Taiwan - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mints and medicated confectionery see partial recovery from pandemic-inspired declines
Morinaga continues to lead with adult-focused strategy, while Mor introduces new health-positioned product
Pastilles, gummies, jellies and chews weakens while e-commerce sees greater segmentation

PROSPECTS AND OPPORTUNITIES

Toffees, caramels and nougat to see further development and expansion
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