

Sweet Spreads in Taiwan

November 2022

Table of Contents

Sweet Spreads in Taiwan - Category analysis

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 1 - Sales of Sweet Spreads by Category: Volume 2017-2022
Table 2 - Sales of Sweet Spreads by Category: Value 2017-2022
Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2017-2022
Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2017-2022
Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2017-2022
Table 6 - NBO Company Shares of Sweet Spreads: % Value 2018-2022
Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2019-2022
Table 8 - Distribution of Sweet Spreads by Format: % Value 2017-2022
Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2022-2027
Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2022-2027
Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2022-2027
Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2022-2027

Cooking Ingredients and Meals in Taiwan - Industry Overview

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 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2017-2022
Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2017-2022
Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2017-2022
Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2017-2022
Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2018-2022
Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2019-2022
Table 19 - Penetration of Private Label by Category: % Value 2017-2022
Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2017-2022
Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2022-2027
Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2022-2027
Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2022-2027
Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2022-2027

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SOURCES

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