



Euromonitor  
International

# HW Snacks in Taiwan

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

High protein snacks prove popular with local consumers, while new probiotic gummy products target children

2023 sees no sugar in the lead in health and wellness snacks

Vegetarian grows within health and wellness snacks as consumers reassess their diets

#### PROSPECTS AND OPPORTUNITIES

Alternative ingredient chips to be increasingly popular due to their perceived health benefits

Vegan and functional variants face bright future health

High protein set to benefit from evolving dietary trends

#### MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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