



Euromonitor  
International

# HW Dairy Products and Alternatives in Taiwan

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Health consciousness remains key growth driver of dairy products consumption in 2023

Low fat leads health and wellness dairy products and alternatives in 2023

Plant-based products a key trend in 2023

### PROSPECTS AND OPPORTUNITIES

Resumption of pre-pandemic routines may curb growth in health and wellness packaged dairy products

Good source of minerals set to see solid growth over the forecast period

Continued decline for brain health and memory, while plant-based cheese looks set to do well

### MARKET DATA

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## 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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