



HW Cooking Ingredients and Meals in Taiwan

August 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural gains traction in health and wellness cooking ingredients and meals as consumers shift away from sugar

2023 sees vegetarian as leading claim

Gluten free sauces, dips and condiments continues rapid rise, while new rice bran oil attracts attention

PROSPECTS AND OPPORTUNITIES

No added sugar set to see persistently positive growth throughout forecast period

High protein faces promising prospects though stricter regulations will focus on claims

Good source of omega 3s to expand in sauces, dips and condiments

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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