



**Euromonitor
International**

Sweet Spreads in Taiwan

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sweet spreads shows resilience and growth post-pandemic

INDUSTRY PERFORMANCE

Sweet spreads registers growth across metrics in 2025
Honey-based products gain popularity and expand in convenience stores
Miniature glass packaging effectively aligns with consumer expectations for freshness and sustainability

WHAT'S NEXT?

Buoyant outlook as local consumers continue to value natural ingredients and organic options
Organic and artisanal sweet spreads gain momentum
Local producers diversify with branded, locally-sourced fruit spreads

COMPETITIVE LANDSCAPE

Fragmentation sees smaller brands challenge category leaders

CHANNELS

Supermarkets face rising competition as artisanal and niche sweet spreads players gain traction

CATEGORY DATA

- Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025
- Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025
- Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025
- Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025
- Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025
- Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025
- Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025
- Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025
- Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030
- Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030
- Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030
- Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Cooking ingredients and meals sees growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth across metrics for cooking ingredients and meals in 2025
Health and wellness trend continues apace, driving new product development

WHAT'S NEXT?

Innovation set to continue driving sales in the years ahead
Partnerships are increasingly likely as demand for authenticity and quality grows
Local ingredients and cuisines set to feature highly on the menu

COMPETITIVE LANDSCAPE

Retailers dominate the competitive landscape

Evolution in line with health trends benefits specialist brands

CHANNEL DEVELOPMENTS

Supermarkets maintains its leading position

Restaurants increasingly offer ready meals for consumers to enjoy quality dining at home

MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sweet-spreads-in-taiwan/report.