



Euromonitor
International

HW Dairy Products and Alternatives in Taiwan

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness and an ageing population key to growth

INDUSTRY PERFORMANCE

- High protein and plant-based claims thriving in Taiwan
- Low fat claims tapping into the growing focus on healthy eating
- Taiwan's ageing population boosts demand for mineral enriched products

WHAT'S NEXT

- Health and wellness claims still full of potential
- Low fat claims set to play a central role in the health and wellness movement
- Growing awareness of the role of minerals in healthy ageing set to inform demand

CATEGORY DATA

- Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V
- Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20
- Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2
- Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024
- Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

- Rising health concerns push consumers towards more responsible purchasing decisions
- Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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