



Euromonitor
International

HW Cooking Ingredients and Meals in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Locals becoming more informed about the importance of healthy eating habits

INDUSTRY PERFORMANCE

Health and safety concerns inform demand within cooking ingredients and meals

Consumers embrace the benefits of a vegetarian diet

High protein diets attract a growing audience of health and fitness enthusiasts

WHAT'S NEXT

Focus set to fall on natural, local, sustainable and healthier ingredients

Vegetarian cooking ingredients and meals set for further expansion

High protein diets set to remain a key trend in the health and wellness market

CATEGORY DATA

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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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