



**Euromonitor
International**

HW Staple Foods in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased health awareness informing new product development within staple foods

INDUSTRY PERFORMANCE

Consumers looking for healthy, convenient and tasty meals
The target audience for gluten free staple foods continues to expand
Rising concerns around weight management pushing demand for low sugar products

WHAT'S NEXT

Ongoing investment expected in creating healthier and more sustainable staple foods
Gluten free staple foods set to benefit from investment in innovation
Sugar reduction set to be a core focus of health conscious consumers

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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