

Confectionery in Taiwan

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Abstracts

Taiwanese consumers were not so familiar with dark chocolate because of the taste and the higher price compared with regular milk chocolate. In November 2009 domestic manufacturer Hunya Foods Co Ltd introduced a range of Always Dark Chocolate products with 50-70% cocoa content, and the price was set at NT\$42.00 for a 6-piece pack. The range includes Chocolate Cup, Truffles Chocolate, Shell Chocolate, Chocolate Cup with Strawberry. The favourable price and elegant premium package appeals to...

Euromonitor International's Chocolate Confectionery in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Alfajores, Bagged Selflines/Softlines, Boiled Sweets, Boxed Assortments, Bubble Gum, Chewing Gum, Chocolate with Toys, Countlines, Liquorice, Lollipops, Medicated Confectionery, Mints, Other Chocolate Confectionery, Other Sugar Confectionery, Pastilles, Gums, Jellies and Chews, Seasonal Chocolate, Tablets, Toffees, Caramels and Nougat.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Chocolate Confectionery market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 30 years experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Confectionery in Taiwan
Euromonitor International
September 2010

LIST OF CONTENTS AND TABLES

Executive Summary	
Economy Recovery Boosts Value Growth for the Industry	
Rising Commodity Prices Become An Issue	
Domestic Companies Hold Strong Share Within the Industry	
Convenience Stores Become A Growing Force	
Changing Consumer Demographics Shape Growth for the Future	
Key Trends and Developments	
New Packaging Legislation Enforced To Safeguard Consumers' Interests	
Macroeconomic Factors Influence Trends Within Packaged Food	
Packaging Innovation Increasingly Used To Drive Value Sales	
Evolving Lifestyles Shape Changes in Packaged Food Industry	
Economic Recovery Contributes Towards Industry Value Growth	
Market Data	
Table 1 Sales of Packaged Food by Category: Volume 2005-2010	
Table 2 Sales of Packaged Food by Category: Value 2005-2010	
Table 3 Sales of Packaged Food by Category: % Volume Growth 2005-2010	
Table 4 Sales of Packaged Food by Category: % Value Growth 2005-2010	
Table 5 GBO Shares of Packaged Food 2005-2009	
Table 6 NBO Shares of Packaged Food 2005-2009	
Table 7 NBO Brand Shares of Packaged Food 2006-2009	
Table 8 Penetration of Private Label by Category 2005-2009	
Table 9 Sales of Packaged Food by Distribution Format: % Analysis 2005-2010	
Table 10 Sales of Packaged Food by Category and Distribution Format: % Analysis 2010	
Table 11 Forecast Sales of Packaged Food by Category: Volume 2010-2015	
Table 12 Forecast Sales of Packaged Food by Category: Value 2010-2015	
Table 13 Forecast Sales of Packaged Food by Category: % Volume Growth 2010-2015	
Table 14 Forecast Sales of Packaged Food by Category: % Value Growth 2010-2015	
Foodservice - Key Trends and Developments	
Headlines	

Trends

Competitive Landscape

Prospects

Category Data

Table 15 Foodservice Sales of Packaged Food by Category: Volume 2005-2010

Table 16 Foodservice Sales of Packaged Food by Category: % Volume Growth
2005-2010

Table 17 Forecast Foodservice Sales of Packaged Food by Category: Volume
2010-2015

Table 18 Forecast Foodservice Sales of Packaged Food by Category: % Volume
Growth 2010-2015

Impulse and Indulgence Products - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 19 Sales of Impulse and Indulgence Products by Category: Volume 2005-2010

Table 20 Sales of Impulse and Indulgence Products by Category: Value 2005-2010

Table 21 Sales of Impulse and Indulgence Products by Category: % Volume Growth
2005-2010

Table 22 Sales of Impulse and Indulgence Products by Category: % Value Growth
2005-2010

Table 23 Company Shares of Impulse and Indulgence Products 2005-2009

Table 24 Brand Shares of Impulse and Indulgence Products 2006-2009

Table 25 Forecast Sales of Impulse and Indulgence Products by Category: Volume
2010-2015

Table 26 Forecast Sales of Impulse and Indulgence Products by Category: Value
2010-2015

Table 27 Forecast Sales of Impulse and Indulgence Products by Category: % Volume
Growth 2010-2015

Table 28 Forecast Sales of Impulse and Indulgence Products by Category: % Value
Growth 2010-2015

Nutrition/staples - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 29 Sales of Nutrition/Staples by Category: Volume 2005-2010

Table 30 Sales of Nutrition/Staples by Category: Value 2005-2010

Table 31 Sales of Nutrition/Staples by Category: % Volume Growth 2005-2010

Table 32 Sales of Nutrition/Staples by Category: % Value Growth 2005-2010

Table 33 Company Shares of Nutrition/Staples 2005-2009

Table 34 Brand Shares of Nutrition/Staples 2006-2009

Table 35 Forecast Sales of Nutrition/Staples by Category: Volume 2010-2015

Table 36 Forecast Sales of Nutrition/Staples by Category: Value 2010-2015

Table 37 Forecast Sales of Nutrition/Staples by Category: % Volume Growth
2010-2015

Table 38 Forecast Sales of Nutrition/Staples by Category: % Value Growth 2010-2015
Meal Solutions - Key Trends and Developments

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 39 Sales of Meal Solutions by Category: Volume 2005-2010

Table 40 Sales of Meal Solutions by Category: Value 2005-2010

Table 41 Sales of Meal Solutions by Category: % Volume Growth 2005-2010

Table 42 Sales of Meal Solutions by Category: % Value Growth 2005-2010

Table 43 Company Shares of Meal Solutions 2005-2009

Table 44 Brand Shares of Meal Solutions 2006-2009

Table 45 Forecast Sales of Meal Solutions by Category: Volume 2010-2015

Table 46 Forecast Sales of Meal Solutions by Category: Value 2010-2015

Table 47 Forecast Sales of Meal Solutions by Category: % Volume Growth 2010-2015

Table 48 Forecast Sales of Meal Solutions by Category: % Value Growth 2010-2015

Definitions

Summary 1 Research Sources

Dachan Great Wall Group

Strategic Direction

Key Facts

Summary 2 Dachan Great Wall Group: Key Facts

Summary 3 Dachan Great Wall Group: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 4 Dachan Great Wall Group: Competitive Position 2009

Hunya Foods Co Ltd

Strategic Direction

Key Facts

Summary 5 Hunya Foods Co Ltd: Key Facts

Summary 6 Hunya Foods Co Ltd: Operational Indicators

Company Background

Summary 7 Hunya Foods Co Ltd: Production Statistics 2009

Competitive Positioning

Summary 8 Hunya Foods Co Ltd: Competitive Position 2009

I Lan Foods Industry Co Ltd

Strategic Direction

Key Facts

Summary 9 I Lan Foods Industry Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 10 I Lan Foods Industry Co Ltd: Competitive Position 2009

I-mei Foods Co Ltd

Strategic Direction

Key Facts

Summary 11 I-Mei Foods Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 12 I-Mei Foods Co Ltd: Competitive Position 2009

Lien Hwa Industrial Corp

Strategic Direction

Key Facts

Summary 13 Lien Hwa Industrial Corp: Key Facts

Summary 14 Lien Hwa Industrial Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 15 Lien Hwa Industrial Corp: Competitive Position 2009

Standard Foods Corp

Strategic Direction

Key Facts

Summary 16 Standard Foods Corp: Key Facts

Summary 17 Standard Foods Corp: Operational Indicators

Company Background

Production

Summary 18 Standard Foods Corp: Production Statistics 2009

Competitive Positioning

Tai Sun Enterprise Co Ltd

Strategic Direction

Key Facts

Summary 19 Tai Sun Enterprise Co Ltd: Key Facts

Summary 20 Tai Sun Enterprise Co Ltd: Operational Indicators

Company Background

Production

Summary 21 Tai Sun Enterprise Co Ltd: Production Statistics 2009

Competitive Positioning

Uni-president Enterprises Corp

Strategic Direction

Key Facts

Summary 22 Uni-President Enterprise Corp: Key Facts

Summary 23 Uni-President Enterprise Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 24 Uni-President Enterprises Corp: Competitive Position 2009

Wei Chuan Foods Corp

Strategic Direction

Key Facts

Summary 25 Wei Chuan Foods Corp: Key Facts

Summary 26 Wei Chuan Foods Corp: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 27 Wei Chuan Foods Corp: Competitive Position 2009

Wei Lih Food Industrial Co Ltd

Strategic Direction

Key Facts

Summary 28 Wei Lih Food Industrial Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 29 Wei Lih Food Industrial Co Ltd: Competitive Position 2009

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 49 Sales of Chocolate Confectionery by Category: Volume 2005-2010

Table 50 Sales of Chocolate Confectionery by Category: Value 2005-2010

Table 51 Sales of Chocolate Confectionery by Category: % Volume Growth 2005-2010

Table 52 Sales of Chocolate Confectionery by Category: % Value Growth 2005-2010

Table 53 Chocolate Tablets by Type: % Value Breakdown 2005-2010

Table 54 Chocolate Confectionery Company Shares 2005-2009

Table 55 Chocolate Confectionery Brand Shares 2006-2009

Table 56 Sales of Chocolate Confectionery by Distribution Format: % Analysis
2005-2010

Table 57 Forecast Sales of Chocolate Confectionery by Category: Volume 2010-2015

Table 58 Forecast Sales of Chocolate Confectionery by Category: Value 2010-2015

Table 59 Forecast Sales of Chocolate Confectionery by Category: % Volume Growth
2010-2015

Table 60 Forecast Sales of Chocolate Confectionery by Category: % Value Growth
2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 61 Sales of Gum by Category: Volume 2005-2010

Table 62 Sales of Gum by Category: Value 2005-2010

Table 63 Sales of Gum by Category: % Volume Growth 2005-2010

Table 64 Sales of Gum by Category: % Value Growth 2005-2010

Table 65 Leading Flavours for Gum 2005-2010

Table 66 Gum Company Shares 2005-2009

Table 67 Gum Brand Shares 2006-2009

Table 68 Sales of Gum by Distribution Format: % Analysis 2005-2010

Table 69 Forecast Sales of Gum by Category: Volume 2010-2015

Table 70 Forecast Sales of Gum by Category: Value 2010-2015

Table 71 Forecast Sales of Gum by Category: % Volume Growth 2010-2015

Table 72 Forecast Sales of Gum by Category: % Value Growth 2010-2015

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 73 Sales of Sugar Confectionery by Category: Volume 2005-2010

Table 74 Sales of Sugar Confectionery by Category: Value 2005-2010

Table 75 Sales of Sugar Confectionery by Category: % Volume Growth 2005-2010

Table 76 Sales of Sugar Confectionery by Category: % Value Growth 2005-2010

Table 77 Sugarised Vs Sugar-free Sugar Confectionery % Breakdown by Type 2010

Table 78 Pastilles, Gums, Jellies and Chews by Type: % Value Breakdown 2005-2010

Table 79 Sugar Confectionery Company Shares 2005-2009

Table 80 Sugar Confectionery Brand Shares 2006-2009

Table 81 Sales of Sugar Confectionery by Distribution Format: % Analysis 2005-2010

Table 82 Forecast Sales of Sugar Confectionery by Category: Volume 2010-2015

Table 83 Forecast Sales of Sugar Confectionery by Category: Value 2010-2015

Table 84 Forecast Sales of Sugar Confectionery by Category: % Volume Growth
2010-2015

Table 85 Forecast Sales of Sugar Confectionery by Category: % Value Growth
2010-2015

Summary 30 Other Sugar Confectionery: Product Types

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