

Fortified/Functional Packaged Food in Taiwan

<https://marketpublishers.com/r/FCAD6D43711EN.html>

Date: February 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: FCAD6D43711EN

Abstracts

Social distancing practices and the wearing of face masks both outdoors and in many indoor locations caused FF gum consumption in Taiwan to plummet in 2020. While the category saw demand rebound strongly during the first quarter of 2021, its recovery was subsequently interrupted by a spike in COVID-19 infection rates that began in April and did not fully recede until mid-July. During this period, in-person dining in foodservice outlets was prohibited, citizens were advised to stay at home and ma...

Euromonitor International's Fortified/Functional Packaged Food in Taiwan report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

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

Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food 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 40 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, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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