

# Meals and Soups in Taiwan

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## Abstracts

The resurgence of travel and dining out in 2023, following the post-COVID-19 era, has redirected consumption from off-trade to on-trade channels in Taiwan. With increased time spent on travel and dining at restaurants, there has been a noticeable decline in the demand for meals and soups in the off-trade channel. Less time spent at home has spurred a demand for meals and soups with enhanced taste, reminiscent of the quality found in restaurant dishes. Embracing this trend, Knorr, a renowned prem...

Euromonitor International's Meals and Soups in Taiwan report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2019-2023, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2028, clearly indicating how the market is expected to change.

Product coverage: Food Kits, Pizza, Prepared Salads, Ready Meals, Soup.

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

Why buy this report?

Get a detailed picture of the Meals and Soups 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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