



# HW Staple Foods in Taiwan

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fitness craze supports high protein staple foods, while granola products gain ground

Vegetarian leads health and wellness staple foods in 2023, while demand for plant-based options drops

Growth for low sugar staple foods in 2023

#### PROSPECTS AND OPPORTUNITIES

Plant-based is set to rise as it recovers from 2023's dip

Low sugar faces optimistic outlook amid anticipated stricter labelling regulations

Immune support to see rising demand, and consumers will shift towards non-fried instant noodles

#### MARKET DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

### Health and Wellness in Taiwan - Industry Overview

#### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

#### DISCLAIMER

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