



Euromonitor  
International

# Sweet Spreads in Taiwan

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## Sweet Spreads in Taiwan - Category analysis

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#### 2025 DEVELOPMENTS

Sweet spreads shows resilience and growth post-pandemic

#### INDUSTRY PERFORMANCE

Sweet spreads registers growth across metrics in 2025

Honey-based products gain popularity and expand in convenience stores

Miniature glass packaging effectively aligns with consumer expectations for freshness and sustainability

#### WHAT'S NEXT?

Buoyant outlook as local consumers continue to value natural ingredients and organic options

Organic and artisanal sweet spreads gain momentum

Local producers diversify with branded, locally-sourced fruit spreads

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### KEY DATA FINDINGS

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Health and wellness trend continues apace, driving new product development

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Innovation set to continue driving sales in the years ahead

Partnerships are increasingly likely as demand for authenticity and quality grows

Local ingredients and cuisines set to feature highly on the menu

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sweet-spreads-in-taiwan/report](http://www.euromonitor.com/sweet-spreads-in-taiwan/report).