



# Sweet Spreads in Taiwan

February 2026

Table of Contents

## Sweet Spreads in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 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

#### COMPETITIVE LANDSCAPE

Fragmentation sees smaller brands challenge category leaders

#### CHANNELS

Supermarkets face rising competition as artisanal and niche sweet spreads players gain traction

#### CATEGORY DATA

Table 1 - Sales of Sweet Spreads by Category: Volume 2020-2025

Table 2 - Sales of Sweet Spreads by Category: Value 2020-2025

Table 3 - Sales of Sweet Spreads by Category: % Volume Growth 2020-2025

Table 4 - Sales of Sweet Spreads by Category: % Value Growth 2020-2025

Table 5 - Sales of Jams and Preserves by Leading Flavours: Rankings 2020-2025

Table 6 - NBO Company Shares of Sweet Spreads: % Value 2021-2025

Table 7 - LBN Brand Shares of Sweet Spreads: % Value 2022-2025

Table 8 - Distribution of Sweet Spreads by Format: % Value 2020-2025

Table 9 - Forecast Sales of Sweet Spreads by Category: Volume 2025-2030

Table 10 - Forecast Sales of Sweet Spreads by Category: Value 2025-2030

Table 11 - Forecast Sales of Sweet Spreads by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Sweet Spreads by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Cooking Ingredients and Meals in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals sees growth in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Growth across metrics for cooking ingredients and meals in 2025

Health and wellness trend continues apace, driving new product development

#### WHAT'S NEXT?

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

## COMPETITIVE LANDSCAPE

Retailers dominate the competitive landscape

Evolution in line with health trends benefits specialist brands

## CHANNEL DEVELOPMENTS

Supermarkets maintains its leading position

Restaurants increasingly offer ready meals for consumers to enjoy quality dining at home

## MARKET DATA

Table 13 - Sales of Cooking Ingredients and Meals by Category: Volume 2020-2025

Table 14 - Sales of Cooking Ingredients and Meals by Category: Value 2020-2025

Table 15 - Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2020-2025

Table 16 - Sales of Cooking Ingredients and Meals by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Cooking Ingredients and Meals: % Value 2021-2025

Table 18 - LBN Brand Shares of Cooking Ingredients and Meals: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Cooking Ingredients and Meals by Format: % Value 2020-2025

Table 21 - Forecast Sales of Cooking Ingredients and Meals by Category: Volume 2025-2030

Table 22 - Forecast Sales of Cooking Ingredients and Meals by Category: Value 2025-2030

Table 23 - Forecast Sales of Cooking Ingredients and Meals by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Cooking Ingredients and Meals by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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).