



Euromonitor
International

HW Snacks in Taiwan

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers seeking healthy indulgence from their snacks

INDUSTRY PERFORMANCE

- Consumers making healthier snacks choices
- No sugar claims increasing in popularity
- More consumers looking to follow plant-based diets in Taiwan

WHAT'S NEXT

- Health and wellness claims set to play a key role in new product development
- No sugar claims will remain central to the healthy living movement
- Vegan snacks set for strong growth thanks to a healthy and sustainable positioning

CATEGORY DATA

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Health and Wellness in Taiwan - Industry Overview

EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

- Rising health concerns push consumers towards more responsible purchasing decisions
- Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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