



HW Snacks in Taiwan

January 2026

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HW Snacks in Taiwan - Category analysis

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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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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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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