



Euromonitor
International

HW Dairy Products and Alternatives in Taiwan

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness and an ageing population key to growth

INDUSTRY PERFORMANCE

High protein and plant-based claims thriving in Taiwan

Low fat claims tapping into the growing focus on healthy eating

Taiwan's ageing population boosts demand for mineral enriched products

WHAT'S NEXT

Health and wellness claims still full of potential

Low fat claims set to play a central role in the health and wellness movement

Growing awareness of the role of minerals in healthy ageing set to inform demand

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 2 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-taiwan/report.