



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

TAIWAN FOOD & BEVERAGE RETAIL OVERVIEW

NZTE GREATER CHINA MARKET RESEARCH

AUGUST 2025



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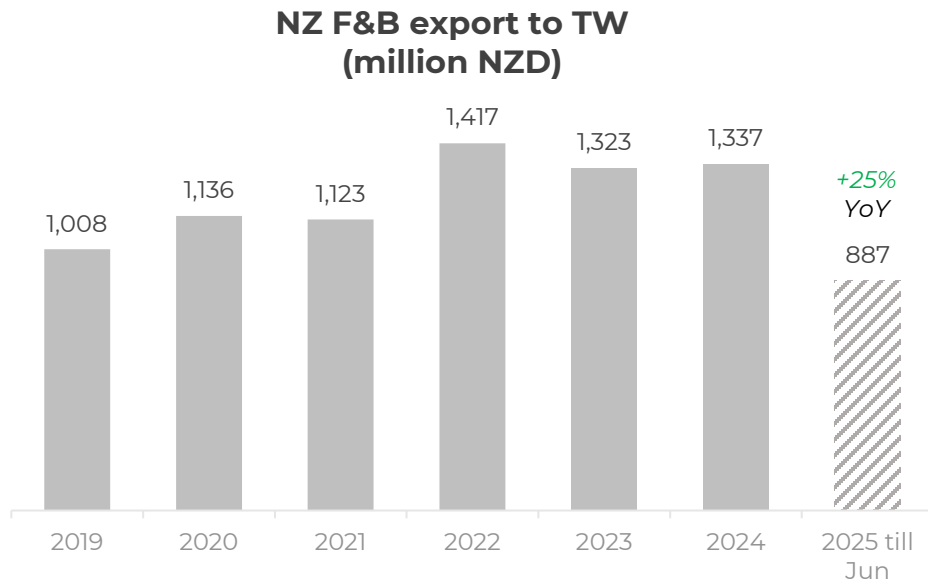
TRADE RELATIONSHIP

Overview of New Zealand's F&B trade to Taiwan, including major categories and products, as well as competitive landscape

Food and beverage export from New Zealand to Taiwan remained stable

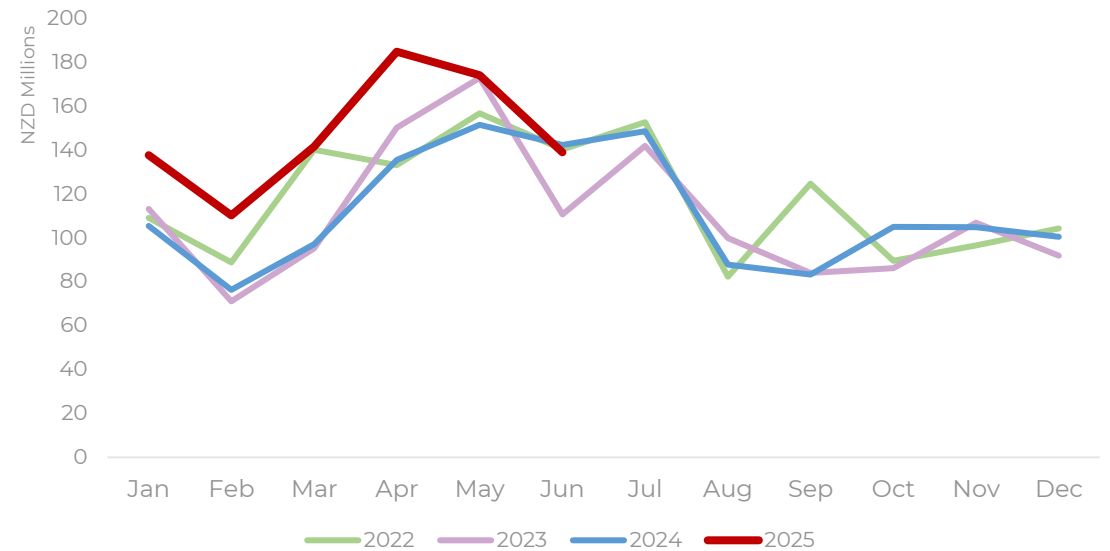
1 F&B exports from New Zealand to Taiwan increased significantly in the first half of 2025

- New Zealand F&B product export to Taiwan reached 1.34 billion NZD in 2024, increasing slightly by 1% year-on-year. In the first half of 2025, export value increased significantly by 25% compared with same time last year to 887 million NZD. Taiwan ranks 6th in New Zealand F&B exports with 2.7% value share.



2 Monthly F&B export from New Zealand to Taiwan

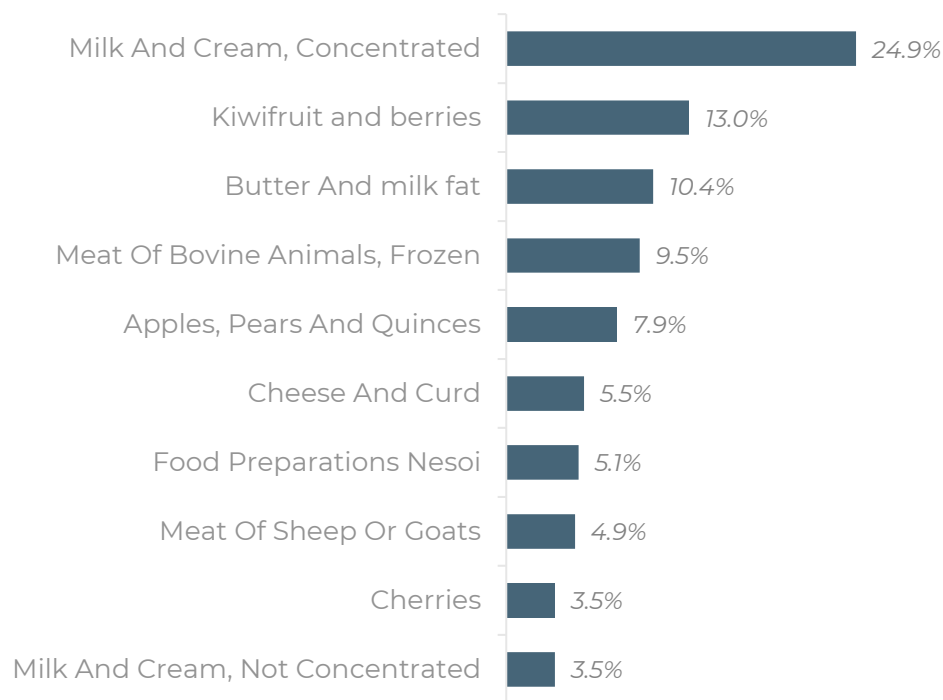
- Monthly data shows that a large part of New Zealand's F&B exports to Taiwan are concentrated in Q2 and Q3. In 2025, F&B export from NZ to Taiwan following this trend in the first six months, while export value exceeded the level of the past three years. The export seasonality is mainly contributed by horticulture products including kiwifruits, apples, and cherries.



New Zealand ranks 3rd in Taiwan F&B products import

3 Dairy products, fruit, and meat are the top F&B categories Taiwan imported from New Zealand

Top 10 F&B products TW import from NZ
By value, 2024

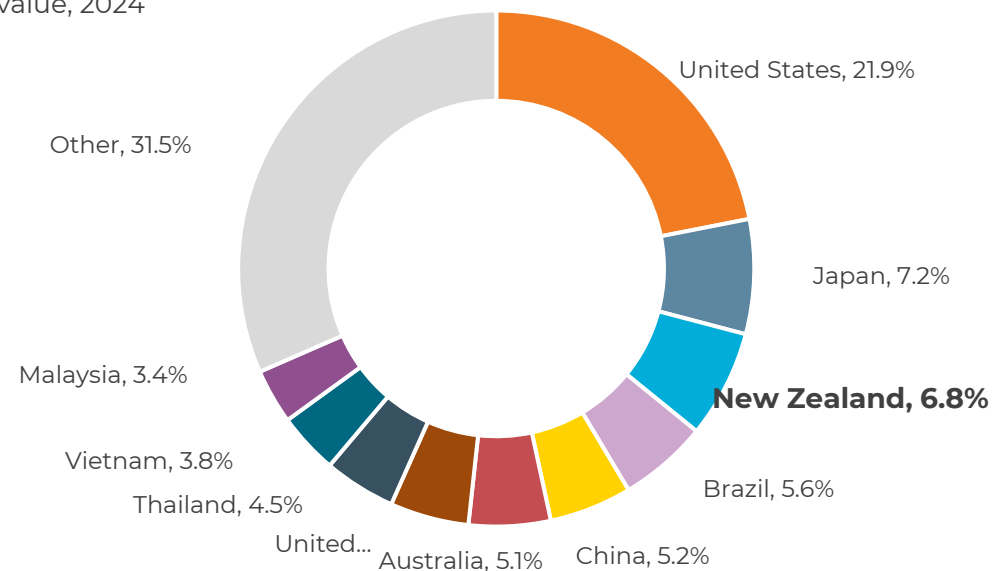


*Percentage of total F&B products import. See Appendix for F&B product definition

4 United States leads Taiwan F&B import, followed by Japan and New Zealand

- United States leads Taiwan F&B import with 21.9% value share. In 2024, New Zealand ranks 3rd in import value of Taiwan F&B products, accounted for 6.8% value share.

Taiwan F&B import origins
By value, 2024





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MARKET OPPORTUNITY

F&B retail market size in Taiwan, and trends impacting F&B consumption.

Taiwan economy forecast revised upward

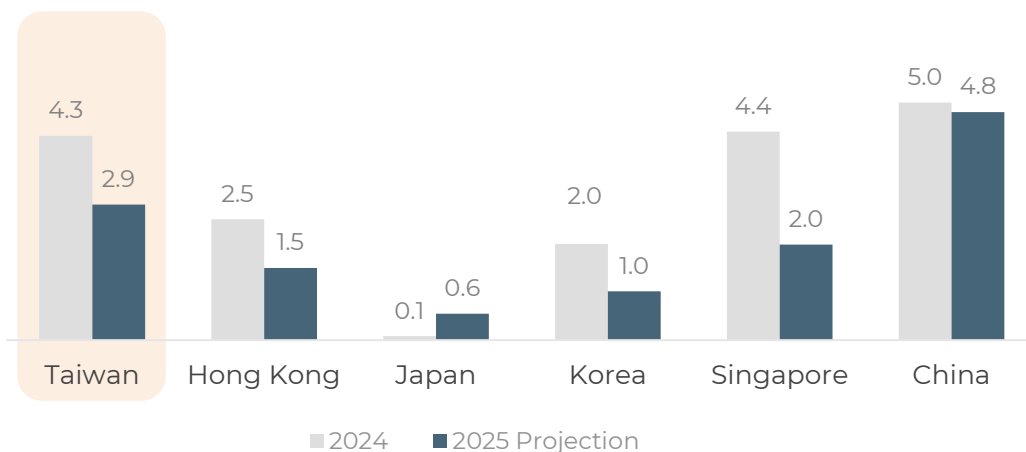
1

Taiwan economy forecast revised upward, with export and import generating momentum

- Taiwan GDP growth is projected to grow 2.9% in 2025, compared to 4.3% in 2024. Some other agencies such as EIU revised up Taiwan's GDP growth forecast to around 4~4.2%, supported by strong exports and imports in April-June, the strongest quarterly reading since early 2021. Growth momentum is expected to cool in the second half as trade might decelerate, and domestic consumption remains relatively weak.

GDP, constant prices

Percentage change



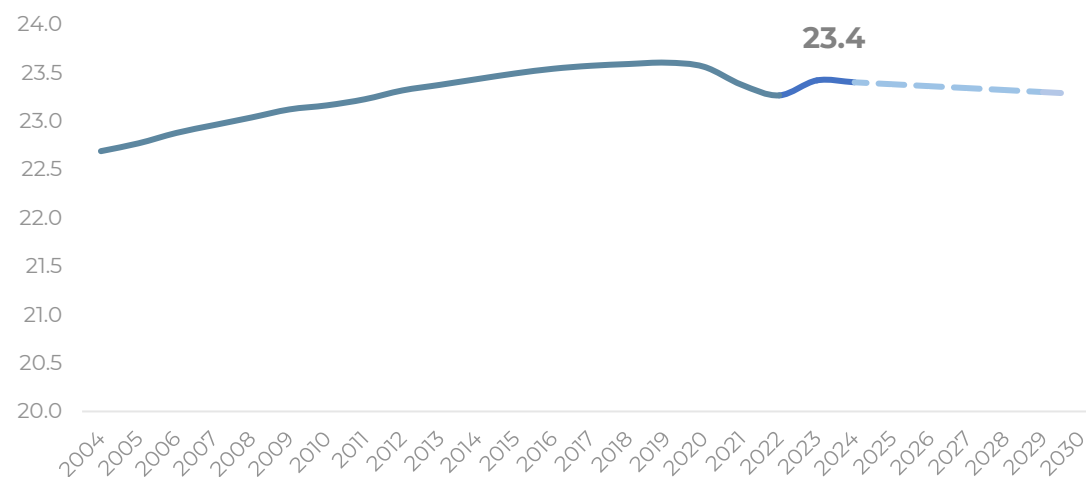
2

Declining population poses changes to market structure and consumer profiles

- Total population of Taiwan remained stable at 23.4 million people in 2024, entering a downward trend. Total population decreased slightly by 0.1% in 2024.
- Low birth rate and population aging is gradually changing the demographic structure in Taiwan.

Population in Taiwan

million

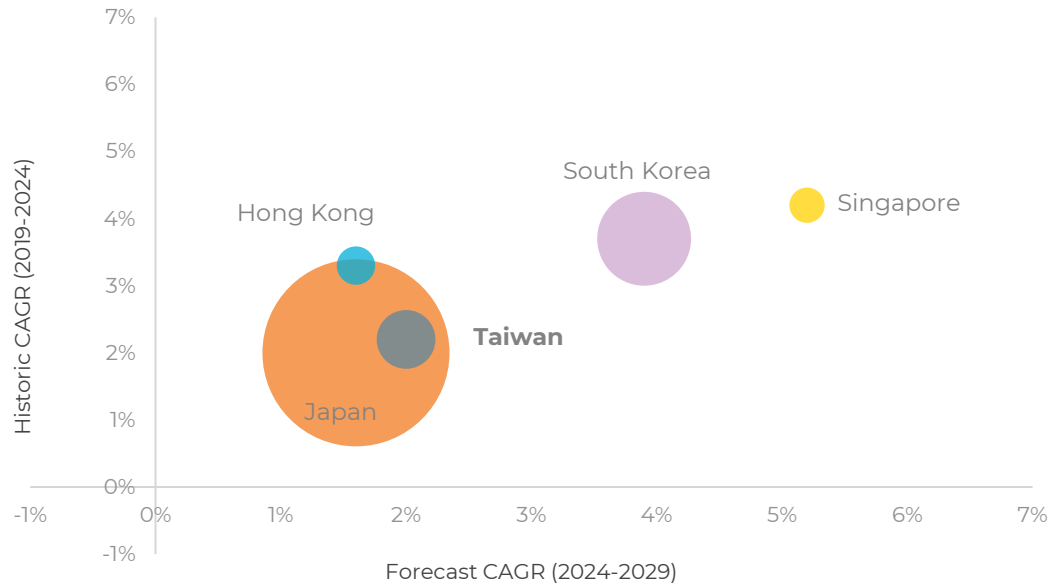


Taiwan F&B market is expected to grow at a moderate pace

3

F&B market in Taiwan is projected to expand at CAGR of 2.2% through 2024-2029

- F&B market in Taiwan is sized at 33.7 billion USD in 2024. The forecasted CAGR of Taiwan F&B market over 2024-2029 will be stable at around 2.2%, which is among the mid range of developed East Asia economies.

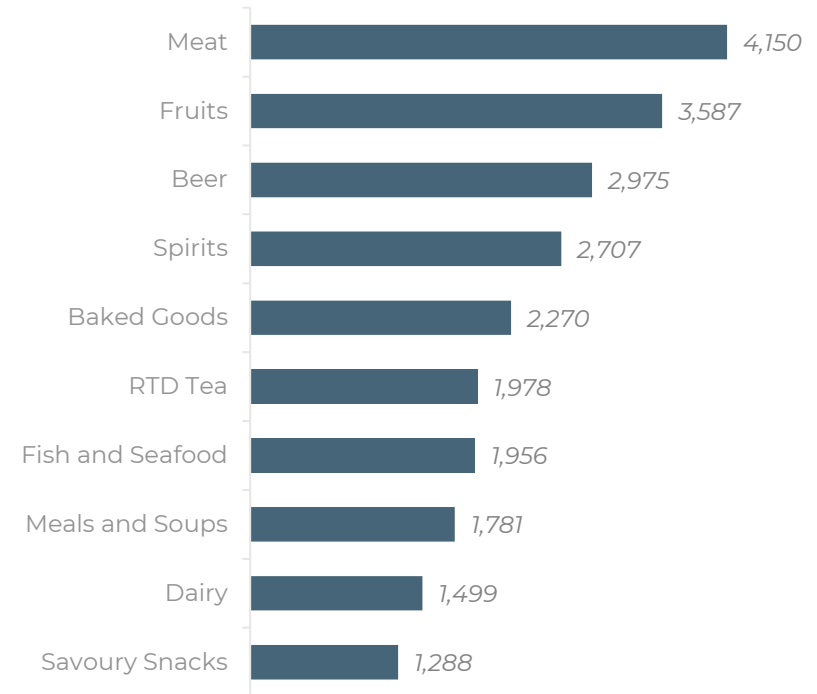


4

Meat, Fruits, and Alcoholic drinks are the largest F&B categories consumed in Taiwan

Top 10 F&B categories in Taiwan

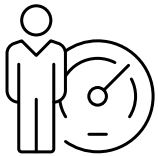
Market size 2024, million USD



Top trends in Taiwan's FMCG market for 2025



Sustained value growth – but with slower momentum



A declining birthrate, **super-aging society**, and smaller households



Consumers **elevate their quality of life** through the purchases they make



Health-consciousness leads to the pursuit of **a more balanced diet**



A rebound in spend on **health supplements**



Balanced beauty budgets, with a mix of high-end and mass products



A desire for more **refined home care products**



More diverse shopping channels, as consumers open their wallets anytime, anywhere



Rapidly **rising festive gifting** categories capture hearts



The **sustainability** trend continues



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DISTRIBUTION CHANNELS

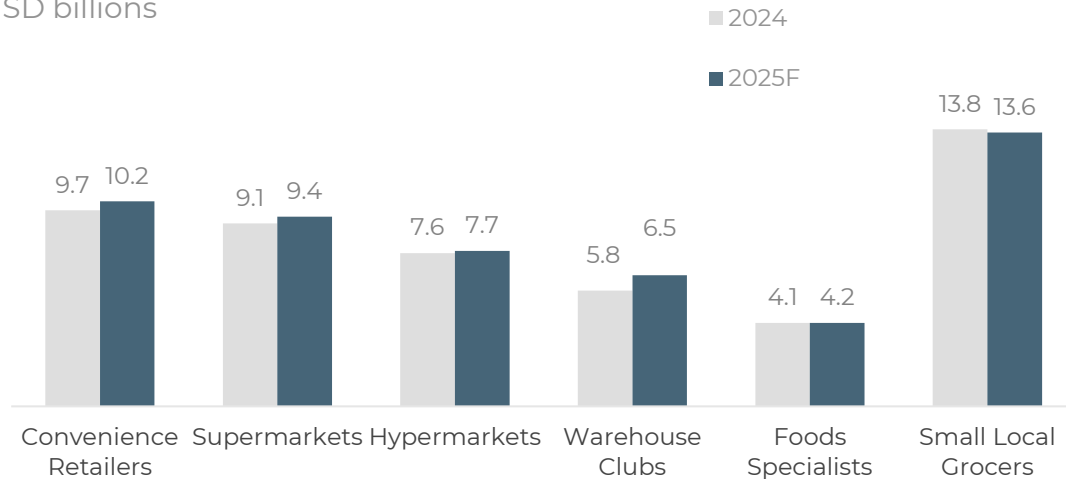
Key distribution channels, snapshot of key grocery retailers,
and the current state of F&B e-commerce in Taiwan.

Modern groceries are favored grocery retailing channels

1 Modern grocery retailers are leading the market with faster growth rate

- Convenience retailers, supermarkets, and hypermarkets are preferred modern grocery channels, accounting for 27.3 billion USD market size in 2025. Warehouse clubs, namely Costco, also have significant presence in Taiwan market. Traditional groceries such as small local grocers are decreasing.

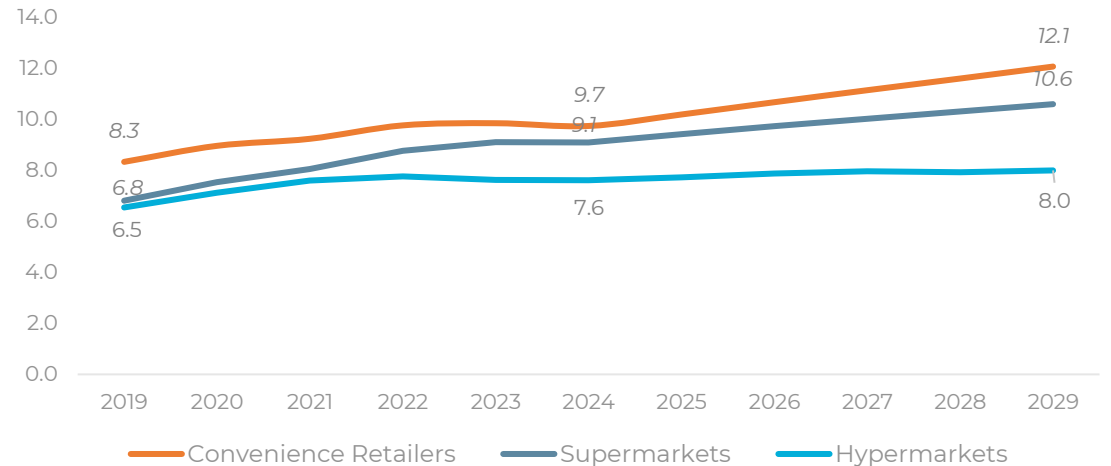
Sales through grocery channels
USD billions



2 Convenience stores continue to be the most significant modern grocery channel

- Convenience stores are the most significant grocery distribution channel in Taiwan, reaching 9.7 billion USD market size in 2024, and is expected to grow to more than 12 billion USD in the next five years. Supermarkets is expected to grow from 9.1 billion USD to 10.6 billion USD in the next five years, while hypermarket will remain stable at around 8.0 billion USD market size.

Sales through modern grocery channels
USD billions



Leading players in modern grocery channels

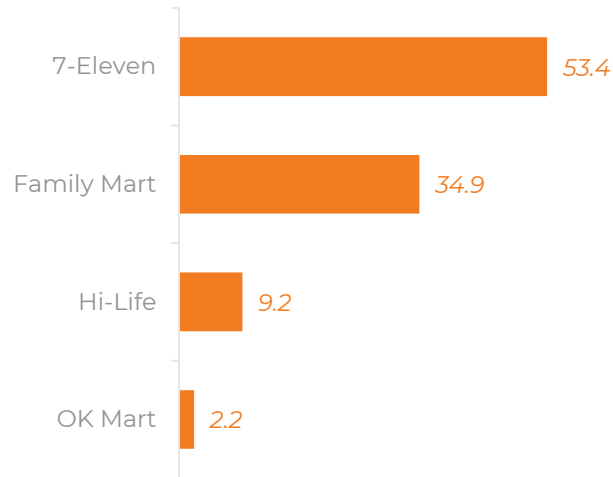
3

Convenience stores with higher growth potential

- 7-Eleven continues to be the leading brand with 53.4% market share. Market share of 7-Eleven has been decreasing, while chasing brands like Family Mart and Hi-Life are getting more market share.

CVS in Taiwan

Market share by value (%), 2024



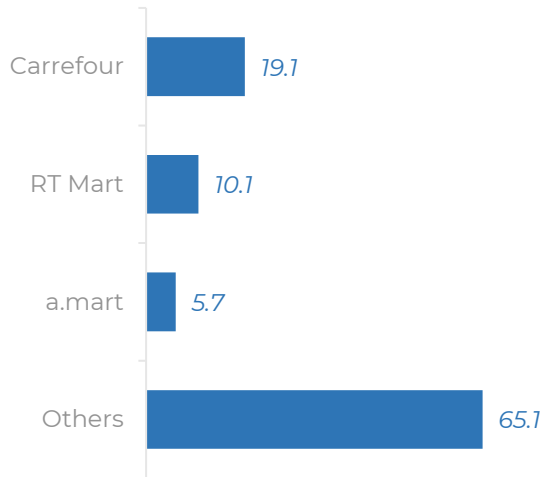
4

Hypermarkets remain steady

- Market concentration remains relatively low, after a series of consolidations in hypermarket and warehouse clubs. Costco leads the larger store size format, while others are shifting to a more diverse formats.

Hypermarkets in Taiwan

Market share by value (%), 2024



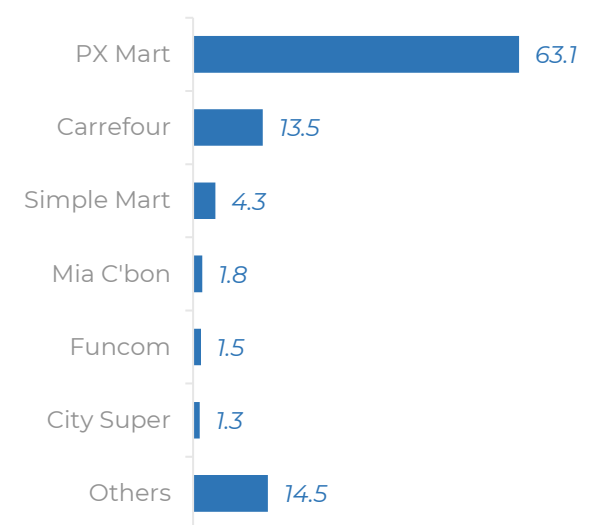
5

Supermarkets market concentration dropped slightly

- Supermarket industry also sees significant consolidation, driven by omnichannel and digitalisation trend. The competitive landscape is evolving towards operational capability and digital transformation.

Supermarkets in Taiwan

Market share by value (%), 2024



Leading retailers in Taiwan

	7-Eleven	PX Mart	Carrefour	FamilyMart	Costco
Retail Format	Convenience store	Hypermarket and Supermarket	Hypermarket and Supermarket	Convenience store	Hypermarket
Positioning	Largest convenience retailer	Largest supermarket chain, low pricing strategy Consolidated with RT-Mart	Expanding hybrid format with high quality and safety	New meal solutions and fresh food with local providers	Imported product & Premium
Number of stores 2024	7,110	1,235 supermarket 21 hypermarket	250 supermarket 67 hypermarket	4,316	14
Sales 2024 (USD million)	6,475	6,447	2,325	3,226	4,150
Sales growth (%)	6.6%	~5%	N/A	5.5%	13%
Average transaction (in NZD)	4	40	100	4	200
Average physical visits	10 per month	5 per month	1~2 per month	10 per month	1 per 2~3 month
Online/OMO presence	<ul style="list-style-type: none"> 711go online platform OPEN!PRIMA membership program 	<ul style="list-style-type: none"> Payment system: PX Pay Fast delivery: PX Go PX E-commerce 	<ul style="list-style-type: none"> Carrefour on-line; Carrefour Express Integrated into Uni-President Uniopen platform 	<ul style="list-style-type: none"> Mobile app with membership system Smart retailing 	<ul style="list-style-type: none"> Costco online shopping Partner with Uber Eats
Trends	Range of services keep increasing to attract frequent visits	Store presentation continues to improve	Uni-President consolidates Carrefour, Yahoo, and PChome to create omni-ecosystem	Range of services keep increasing to attract frequent visits	Taiwan Costco being the top performing Costco stores globally

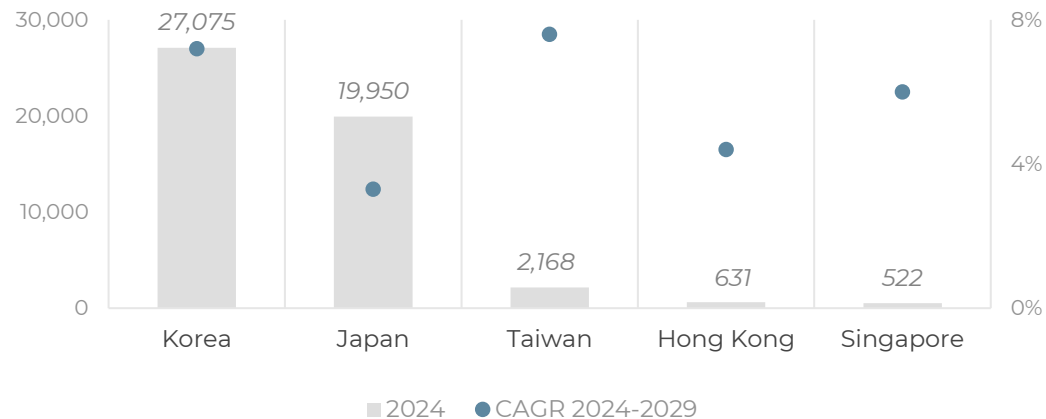
E-commerce in food & beverage

6 Food & beverage e-commerce reached 2.2 billion USD in 2024. Annual growth rate is expected to be over 7.6% in the next five years.

- F&B e-commerce in Taiwan showed significant growth during the past few years, while its growth rate in 2023 slowed down as consumers are attracted back to offline retail and outbound travelling. F&B e-commerce went back to strong growth momentum in 2024 with 9% year-on-year growth. It is expected that e-commerce growth will be around 7.6% annual growth in the next five years.
- Comparing with other East Asia countries and regions, Taiwan e-commerce market is significant in terms of both market size and growth rate.

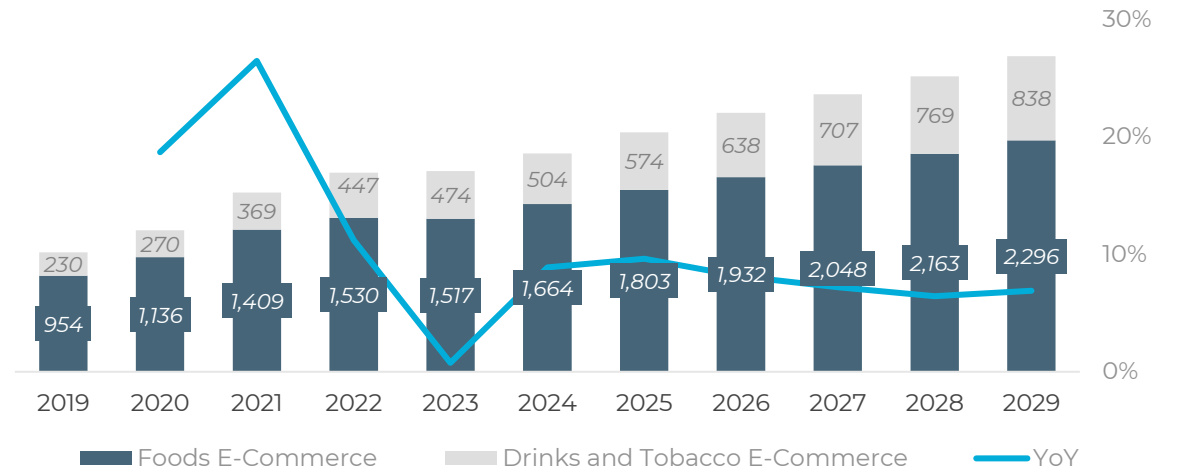
F&B E-commerce

Market Size in USD million, 2024-2029 CAGR | %



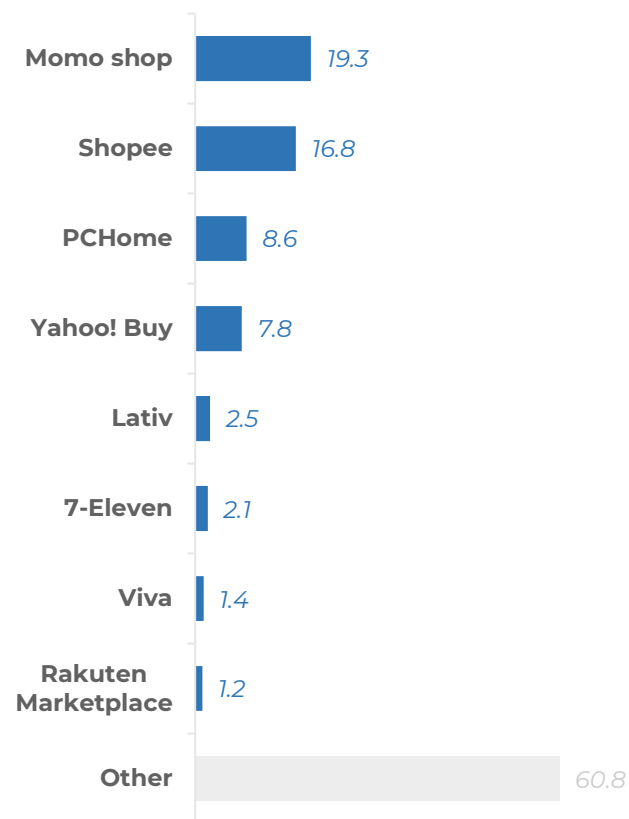
Taiwan F&B E-commerce market forecast

Market Size in USD billion, YoY change %



Retail e-commerce landscape in Taiwan

Leading e-commerce in Taiwan
Market share by value (%), 2024



	Shopee	Momo shop	PChome	Yahoo!Buy
				
Website	https://shopee.tw/	https://www.momoshop.com.tw/	https://24h.pchome.com.tw/ https://www.pchome.com.tw/	https://tw.buy.yahoo.com/
Retail Value (USD million)	3,291	3,782	1,686	1,530
YoY growth (%)	4.0%	10.5%	3.4%	4.0%



Coupang, South Korea's largest e-commerce platform, is accelerating its Taiwan expansion by investing in overnight delivery (**Rocket Delivery**), broadening its logistics network, and using aggressive promotions and its low-cost **WOW Membership** to attract and retain customers. Coupang revenue in Taiwan recorded triple digits year-over-year growth in Q2 2025, and the momentum is expected to continue.



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TARGET CONSUMERS

Profile of a typical high-income shopper, sizing the target segment of high-income households, and spending trends.

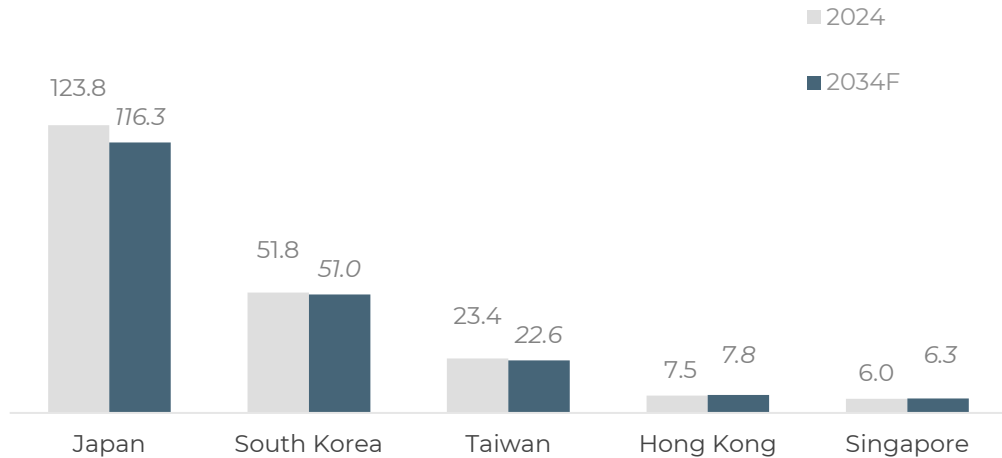
Population in Taiwan in downward trend

1

Taiwan population with 10-year CAGR of -0.35%

- Similar to many other East Asian countries and regions with high GDP and income, Taiwan has entered the downward trend of total population, which brings more aging consumers with higher income.

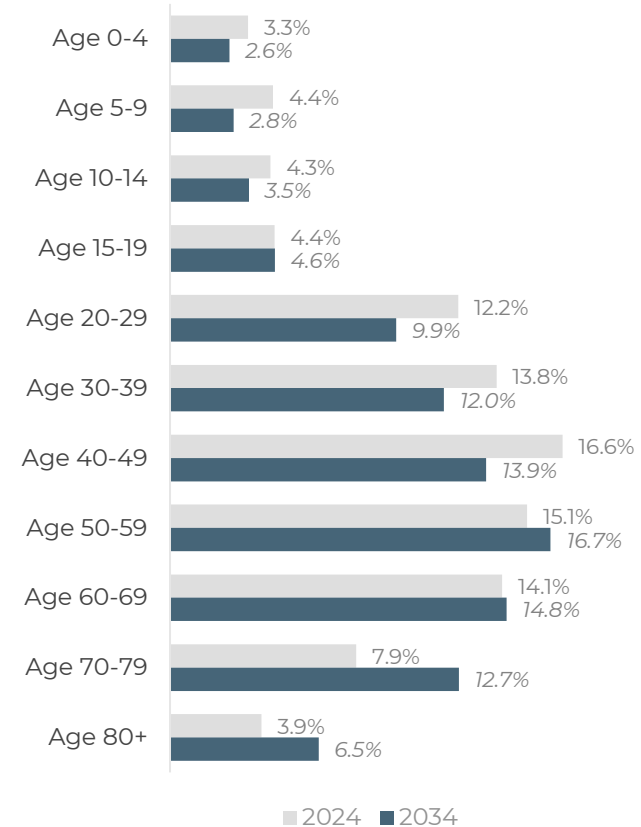
Total population
millions



2

Declining population results in an aging population

Population by Age Segmentation, Taiwan

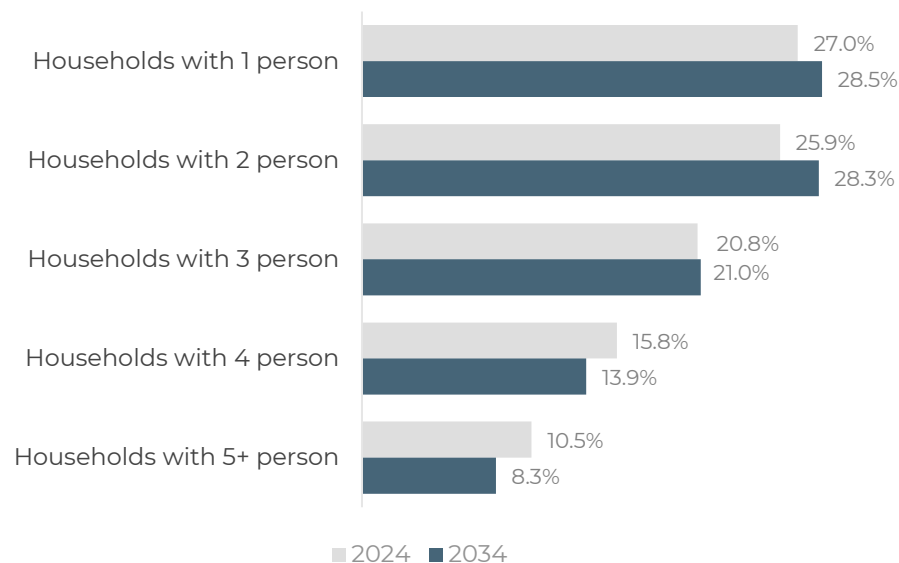


Increasing consumer disposable income

3 Households with smaller size are getting more popular

- The number of households in Taiwan is set to increase slightly, with couples with children remaining the leading type.
- Households with smaller size (1 or 2 persons) are set to grow, driven by the aging population and lifestyle change.

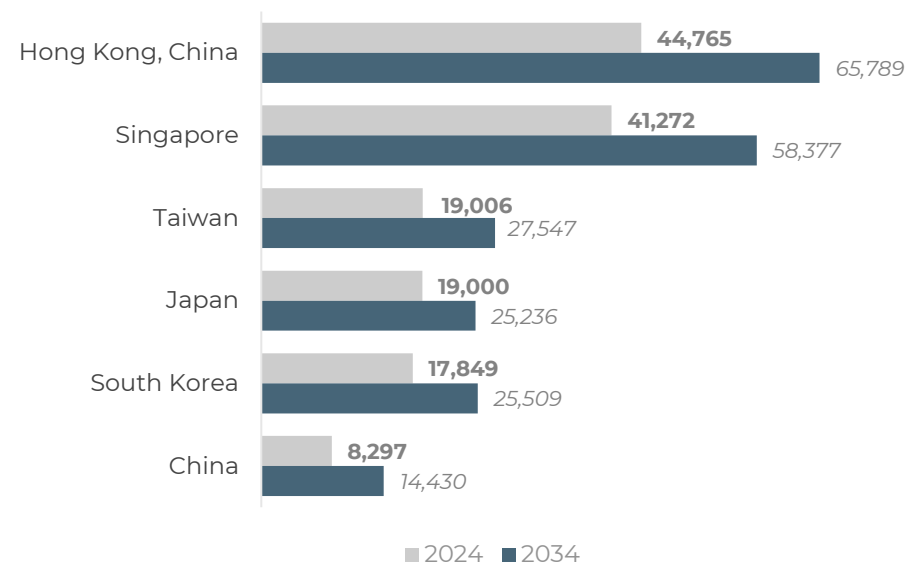
Households by number of person, Taiwan



4 Growing disposable income

- With economy back on track, disposable income per capita in Taiwan is expected to remain steady growth at 3.8% CAGR during 2024-2034. Disposable income per capita in Taiwan is expected to overtake Japan and South Korea forecasted by 2034.

Annual disposable income per capita (in USD)



Large number of high-income households in Taiwan

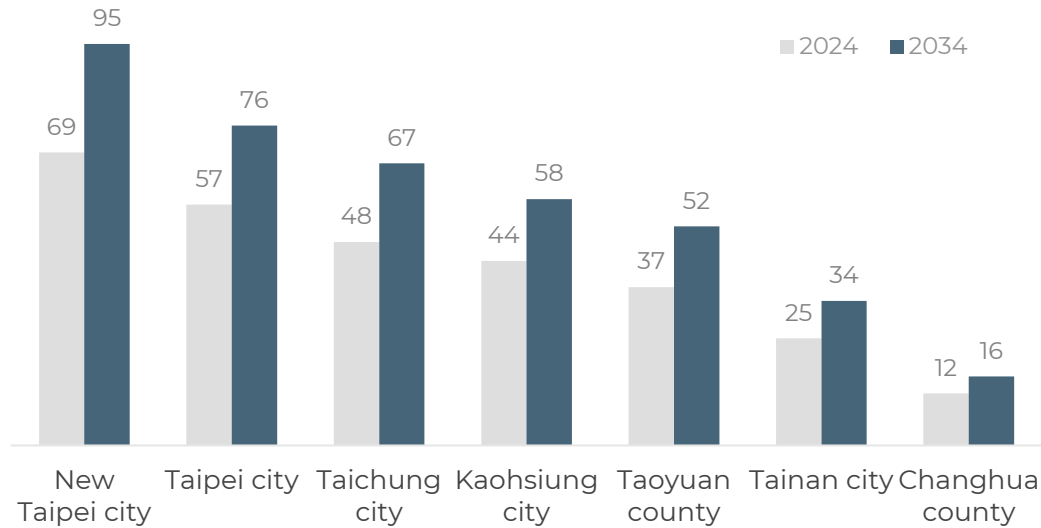
5

Large population of high-income households in key cities and areas

- 6.7 million households with annual disposable income over 25k USD in 2024, which is expected to reach 7.3 billion in 2034.
- Economy is distributed across the island, with key cities include Taipei, Taichung, Kaohsiung, and Taoyuan.

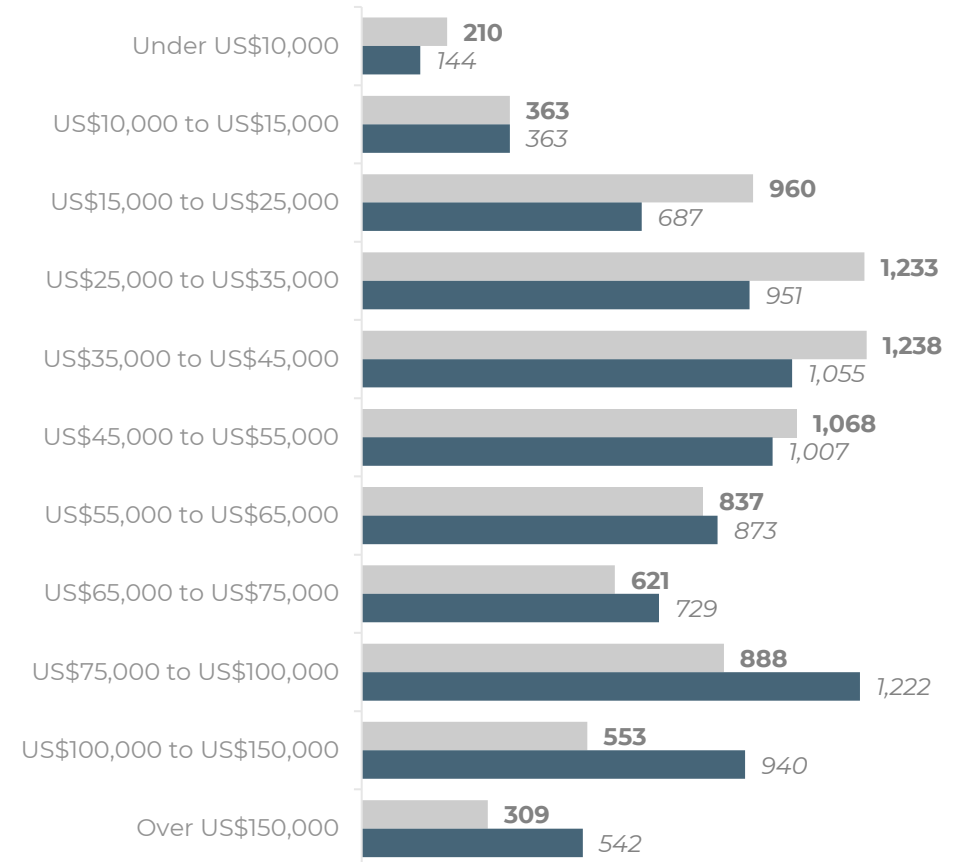
Consumer expenditure

USD billion



Distribution of Households by disposable income

Number of households (thousands)



Emerging channel opportunities in Taiwan

6

Employees Welfare Committee (EWC) purchases

- Employee Welfare Committee (EWC) purchasing in Taiwan is becoming an increasingly relevant channel for imported FMCG brands as companies allocate significant welfare budgets to enhance staff benefits. It is estimated that market size for EWC purchased could be as large as **NTD 40 billion**.
- The EWC channel offers not only volume potential but also a lower-cost entry compared to traditional retail, as procurement is often direct and long-term.

Direct to customer / Online merge offline channels

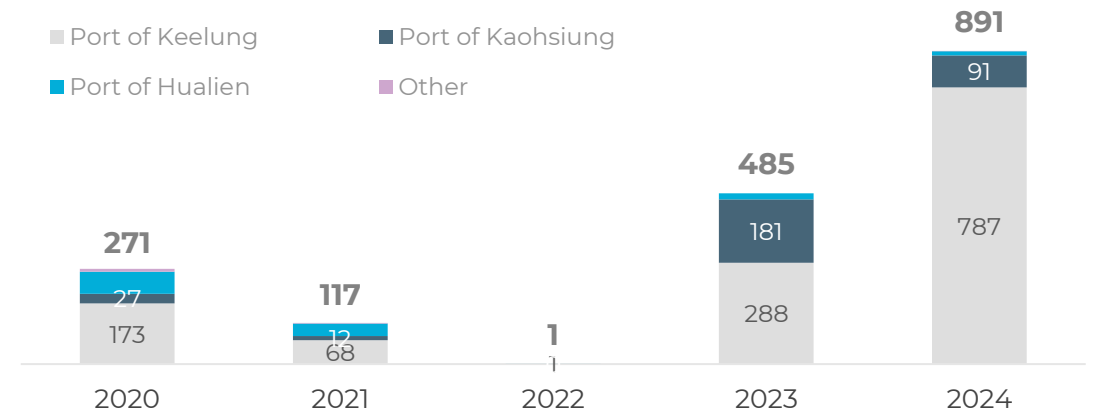
- In Taiwan, emerging direct-to-customer (D2C) and online-merge-offline (OMO) channels are rapidly transforming how consumers access products.
- Platforms like **Uber Eats** and **Foodpanda** are expanding beyond food delivery into groceries, beverages, personal care, and other FMCG categories. These platforms integrate app-based ordering, cashless payment, and real-time logistics to meet urban consumers' growing demand for convenience and immediacy.

Cruise ship market saw strong recovery, leading to potential procurement opportunities

- Taiwan cruise ship market saw strong recovery in 2024, with passengers increased significantly by 84%. Growth was driven by significant increases from key markets, including Japan, South Korea, and Germany. Looking ahead, 2025 bookings indicate 237 cruise calls and 861,000 passengers.
- The sustained growth in foreign cruise passenger arrivals creates expanding opportunities for suppliers targeting cruise ship procurement, especially in categories such as fresh food, beverages, retail merchandise, and shore excursion services.

Taiwan cruise passengers by port

Thousand passengers





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APPENDIX

Appendix

SOURCES

- Global Trade Atlas
- Euromonitor - Passport
- IGD Retail Analysis – Insight on Taiwan
- International Monetary Fund – World Economic Outlook, April 2025

DEFINITIONS

- Food and Beverage (F&B) import is defined as the sum of exports in the following HS2 codes: 02, 03, 04, 07, 08, 09, 10, 11, 13, 16, 17, 18, 19, 20, 21, 22.
- F&B market in Euromonitor include Cooking Ingredients and Meals, Dairy Products and Alternatives, Staple foods, Snacks, Soft Drinks, Hot Drinks, Alcoholic Drinks and Fresh Food.
- Region definition: Taiwan could be divided into 22 areas which include 5 special municipalities (Kaohsiung city, New Taipei city, Taichung city, Tainan city, Taipei city), 3 provincial cities (Chiayi city, Hsinchu city, Keelung city) and 14 counties (Changhua county, Chiayi county, Hsinchu county, Hualien county, Kinmen county, Lienchiang county, Miaoli county, Nantou county, Penghu county, Pingtung county, Taitung county, Taoyuan county, Yilan county and Yunlin county).
- Modern Grocery Retailers: Modern grocery retailing is the aggregation of five channels: Hypermarkets, Supermarkets, Discounters, Forecourt Retailers and Convenience Stores.
- Convenience Stores: Chained grocery retail outlets selling a wide range of groceries with extended opening hours and area less than 400 sq meters.
- Hypermarkets: retail outlets with a selling space of over 2,500 square meters and with a primary focus on selling food/beverages/tobacco and other groceries.
- Supermarkets: Retail outlets selling groceries with a selling space of between 400 and 2,500 square meters.
- Exchange rate used in this report: 1 USD = 0.0307 NTD

Appendix

Household income band (in 000')

Band	2024	2034
Households with a Disposable Income Over US\$500 (Constant)	8,218.7	8,358.3
Households with a Disposable Income Over US\$750 (Constant)	8,218.3	8,358.1
Households with a Disposable Income Over US\$1,000 (Constant)	8,217.8	8,357.7
Households with a Disposable Income Over US\$1,750 (Constant)	8,214.9	8,355.6
Households with a Disposable Income Over US\$2,500 (Constant)	8,209.8	8,352.1
Households with a Disposable Income Over US\$5,000 (Constant)	8,174.8	8,328.0
Households with a Disposable Income Over US\$7,500 (Constant)	8,108.8	8,282.8
Households with a Disposable Income Over US\$10,000 (Constant)	8,009.2	8,214.5
Households with a Disposable Income Over US\$15,000 (Constant)	7,707.5	8,006.3
Households with a Disposable Income Over US\$25,000 (Constant)	6,747.4	7,319.6
Households with a Disposable Income Over US\$35,000 (Constant)	5,514.7	6,368.5
Households with a Disposable Income Over US\$45,000 (Constant)	4,276.7	5,313.3
Households with a Disposable Income Over US\$55,000 (Constant)	3,209.2	4,305.9
Households with a Disposable Income Over US\$65,000 (Constant)	2,372.0	3,433.1
Households with a Disposable Income Over US\$75,000 (Constant)	1,750.9	2,703.8
Households with a Disposable Income Over US\$100,000 (Constant)	862.8	1,482.2
Households with a Disposable Income Over US\$125,000 (Constant)	481.5	860.1
Households with a Disposable Income Over US\$150,000 (Constant)	309.4	542.0
Households with a Disposable Income Over US\$200,000 (Constant)	182.1	278.3
Households with a Disposable Income Over US\$250,000 (Constant)	143.5	189.1
Households with a Disposable Income Over US\$300,000 (Constant)	129.1	170.2

Consumer Expenditure by Region (in USD)

Region	2024	2034
New Taipei city	69,135.7	94,777.5
Taipei city	56,803.0	75,508.7
Taichung city	47,993.8	66,539.6
Kaohsiung city	43,579.6	58,147.9
Taoyuan county	37,369.4	51,681.6
Tainan city	25,261.0	34,116.7
Changhua county	12,292.0	16,278.3
Hsinchu county	10,651.3	15,176.1
Pingtung county	9,371.8	12,380.9
Hsinchu city	8,903.0	12,049.0
Yunlin county	6,752.6	8,951.7
Miaoli county	5,885.4	7,832.8
Yilan county	5,642.8	7,606.3
Keelung city	5,208.1	6,882.1
Natou county	5,141.6	6,738.3
Chiayi county	4,562.8	6,004.0
Chiayi city	3,457.5	4,543.3
Hualien county	3,136.3	4,163.9
Taitung county	1,999.2	2,620.7
Kinmen county	850.6	1,207.0
Penghu county	734.7	960.8
Lienchiang county	107.0	134.2