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Report Highlights:

In 2025, Taiwan imported US\$4.3 billion agricultural and related products from the US, which accounted for 23.7 percent of the island's total import value. Its food processing industry produced \$32.9 billion of processed food and beverages, among which the strongest subsectors are animal feed, butchery, meat processing, baked goods, and non-alcoholic beverages. Consumers in the super-aged market are increasingly attracted to healthy and safe products with added nutritional benefits, as well as convenient, single portion products to better suit the changing family structure.

Executive Summary

Taiwan has an upper-income economy with a GDP of US\$921 billion. Due to the limited arable and small agriculture sector, it relies heavily on imports of food and agricultural products. Taiwan is the ninth-largest market for U.S. agricultural exports. In 2025, Taiwan imported US\$4.3 billion in U.S. agricultural and related products, representing 23.7 percent of the island's total agricultural imports.

Consumer-Oriented Agricultural Imports

In 2025, Taiwan imported \$2.18 billion consumer-oriented agricultural products from the U.S., representing 22.11 percent of the total import value. The top categories included beef, fruit, poultry, dairy and tree nuts.

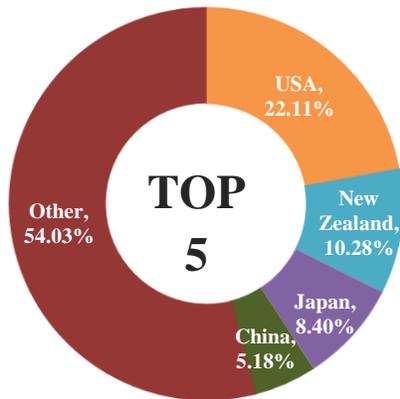


Chart 1: Top Exporting Countries to Taiwan

Food Retail Industry

Taiwan's food and beverage retail sales reached \$9.8 billion in 2025. The figure was achieved by having the second-highest density of convenience stores in the world, with over 10,000 stores island-wide. E-retail is booming, with supermarkets increasingly collaborating with food delivery services, such as Uber Eats, to offer fresh food and agricultural products.

Food Processing Industry

In 2025, Taiwan's food processing industry produced \$32.9 billion of processed food and beverages. Consumers' preference for convenience and a growing interest in food health and safety have influenced the industry to develop easy-to-prepare meals, healthy options, and clean labels.

Food Service Industry

In 2025, Taiwan's foodservice revenue reached \$33.8 billion. The industry is seeing more growth in grab-and-go establishments than sit-down restaurants.

2025 Consumer-Oriented Products Imported from the US

\$2.18 billion

Top 10 Growth Products in Host Country

Beef	Poultry
Milk & Cheese	Fresh Fruit
Tree Nuts	Fresh Vegetables
Seafood	Pet Food
Plant Protein	Coffee, Roasted

2025 Food Industry by Channels (\$ billions)

Retail Food Industry	\$9.8
Food Service-HRI	\$33.8
Food Processing	\$32.9
Food and Agricultural Exports	\$5.3

Top 10 Taiwan Retailers

7-Eleven	Family Mart
PX Mart	Shin Kong Mitsukoshi
Costco	Far Eastern
Momo	Sogo
Carrefour	PChome

GDP/Population

Population (millions): 23.3

GDP (billions): \$921.92

GDP Per Capita: \$39,492

Source: Department of Statistics, Taiwan Ministry of Economic Affairs; Ministry of Agriculture; International Monetary Fund

SWOT

Strength

The U.S. remains the market leader in consumer-oriented products, which continue to show robust growth.

Weakness

Some U.S. suppliers are reluctant to offer low-volume or consolidated shipments of high-value products, which can limit market access.

Opportunity

There is increasing growth of fast-food chains and casual dining restaurants, boosting consumption of food ingredients.

Threat

Taiwan's FTA partners offer products at a lower cost, which dampens importers' interest in purchasing U.S. products.

Section I—Market Overview

In 2025, Taiwan’s GDP reached \$921.92 billion, increasing more than 15 percent from 2024, largely driven by global semiconductor demand associated with AI technologies. The economy expanded 8.68 percent — the highest growth rate in 15 years — outperforming regional peers including China (5 percent), Singapore (4.8 percent), Hong Kong (3.5 percent), and South Korea (1 percent). Its GDP per capita reached \$39,492, exceeding both South Korea at \$35,962 and Japan at \$34,713, a rarity that hasn’t happened in 22 years. Combined with regular increases to the minimum wage, Taiwanese consumers have a refined palate for high-quality food and agricultural products.

Taiwan has officially entered what the World Health Organization defines as a super-aged society, with more than 20 percent of the population aged 65 or older. This demographic shift is accelerating demand for protein-enriched products, added nutritional benefits, and low- or no-sugar food and beverage options.

Advantages and Challenges for U.S. Food Ingredients

Advantages	Challenges
The perception that U.S. food quality and grading systems are transparent and consistent.	The negative perception of GMOs may cause some to shy away from products that use U.S. ingredients.
Suppliers from the US are technically advanced and offer diversified ingredient specifications, more so than suppliers from other countries.	Some pesticides allowed in the US have lower MRL levels or are not approved for use in Taiwan. Differences in these MRL levels and in registration timelines can hinder U.S. exports.
Taiwan food processors already have long-standing relationships with U.S. ingredient suppliers.	Retailers often request at least 50 percent of the shelf life remains by the time of stocking. Therefore, food processors would require specific expiration dates of ingredients, which might be difficult for U.S. manufacturers to accommodate.

Section II—Road Map for Market Entry

Entry Strategy & Import Procedure

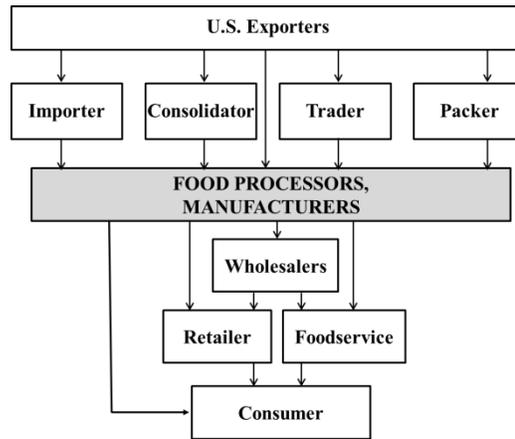
U.S. suppliers are encouraged to evaluate market potential by reviewing applicable tariffs, regulatory requirements, and market access conditions prior to entry. Below is a list of useful websites for suppliers:

- [Taiwan’s Tariff Rate Quota \(TRQ\) Implementation](#)
- [Taiwan Customs Online Tariff Database](#)
- [USDA Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#)

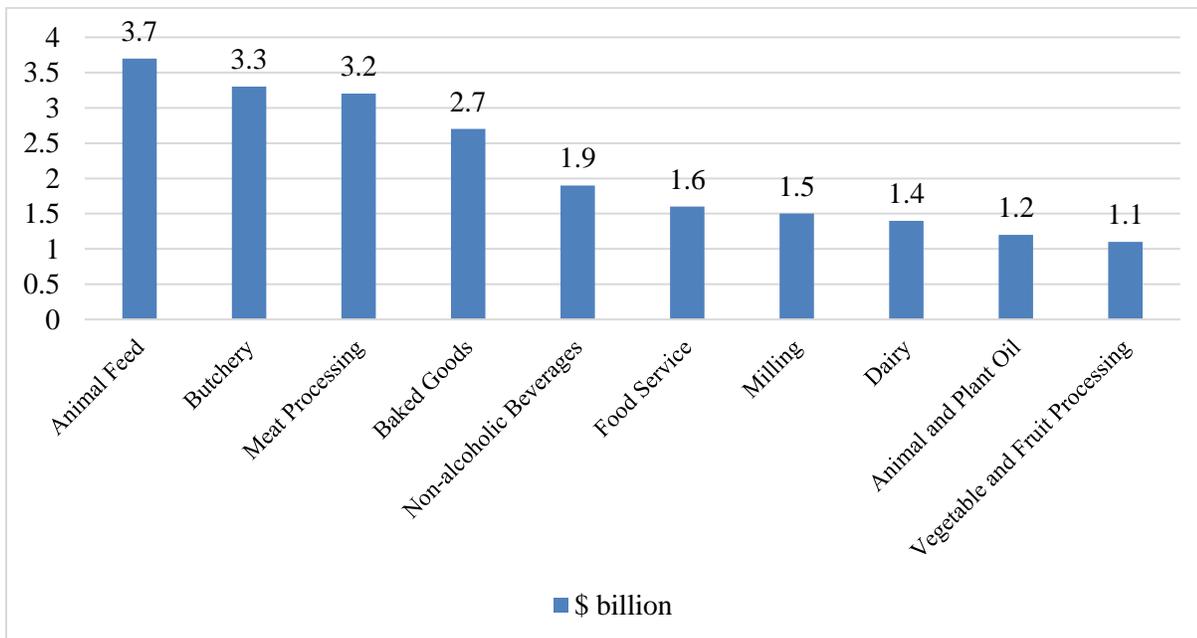
- [Taiwan’s Bureau of Trade - Statistics](#)
- [The U.S. State Regional Trade Groups \(SRTG\) Support](#)

While the Agricultural Trade Office (ATO) maintains a list of potential importers, it is highly recommended to visit the market and meet in-person with potential buyers. The USA Pavilion at the newly USDA-endorsed Taipei International Food Show every June serves as a platform to promote the overall USA image for quality food products and is an efficient way to connect exhibitors to local buyers. The 2026 Taipei International Food Show is scheduled for June 24 to 27.

Distribution Channels & Market Structure



Major Segments in the Food Processing Industry



Company Profiles

Although there are more than seven thousand food manufacturers in Taiwan, approximately 27 listed companies dominate production with annual sales amounting to \$32 billion. Below is a list of the top firms that are publicly listed and have a diversified product portfolio.

Company	Annual Revenue	Products
Uni-President	\$21.38 billion	Ready-to-eat meals, beverages, snacks, dairy, sauces
Standard Foods	\$886 million	Cereal, dairy, oil, baby food, functional drinks
Namchow Group	\$736 million	Baked goods, oil, frozen treats, snacks, instant noodles
Lian Hwa Foods	\$409 million	Snacks, instant meals, tree nuts
HeySong Corp.	\$302 million	Beverages

Sector Trends

In general, Taiwan consumers are interested in food and beverages that have health and nutritional benefits. Popular keywords include low to no sugar, artificial sweetener, sodium, calories, carbs; high in dietary fiber, vitamin, calcium, protein; improves heart health, gut health, muscle building, sleep pattern, and metabolism.

Section III—Competition

Given Taiwan's relatively limited agricultural land of less than two million acres, Taiwan is highly dependent on imports of ingredients and feed. For bulk commodities such as soybeans, corn, and wheat, Australia and Brazil are key U.S. competitors, offering stable supply and active trade promotion support. For dairy products, the US faces significant price competition from New Zealand. New Zealand's price advantage results from an FTA signed with Taiwan in 2013 that eliminates tariffs over a 12-year implementation period. [Here is a list of countries](#) that signed similar agreements with Taiwan.

Section IV—Best Product Prospects

Products Present in the Market with Good Sales Potential (Unit: \$ million)

Product Category (HS Code)	2025 Imports from the US	2025 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Cheese (0406): cheddar, mozzarella, cream cheese, string cheese	\$37	\$194	Compliance with allowable levels of preservatives in processed cheese	Taiwan's dairy consumption remains relatively low, presenting long-term growth opportunities. Expanding consumption driven by ready-to-eat sector of convenience store chains.
Tree Nuts (0802/080132): walnut, almond, pecan, pine, pistachio, macadamia, cashew	\$76	\$135	Price competition from Australia and Iran	Health-conscious market with versatile applications in snacks, beverages, and baked goods.
Non-GMO Soybeans (1201900092)	\$20	\$75	Price competition from Canada	Significant vegetarian market with growing demand for plant-based protein.
Dried Fruits (0813/080620): raisin, cranberry, cherry, date, fig	\$10	\$37	Compliance with allowable uses and levels of pesticides	Growing demand from the baking industry.
Pork (0203)	\$5	\$412	Local and political perception that U.S. pork contains ractopamine	Strong demand for variety meats and edible offal products.
Seafood (03)	\$25	\$1,531	Price competition from neighboring Asian countries	Local perception that U.S. seafood is high-quality and sustainable.

Products Not Present in Significant Quantities with Good Sales Potential (Unit: \$ million)

Product Category (HS Code)	2025 Imports from the US	2025 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Frozen Fruit (081190): berries	\$2.0	\$26	Lack of awareness of U.S. suppliers	Growing demand from consumers.
Whey Protein Concentrate (350290)	\$6.4	\$8	Lack of awareness about product specs and applications	Aging population demands added nutritional value.
Hop Cones, Fresh or Dried (1210)	\$0.3	\$1.2	Price competition from Germany	Growing popularity for IPA and local brewer's recognition for U.S. hops.
Concentrated Fruit Juice (2106907000)	\$0.06	\$2.9	Compliance with Taiwan's Chinese National Standards (CNS) classification of base fruits for concentrate juice uses	Expanding applications for beverage manufacturers in making not just fruit juices, but flavored sparkling water.
Coffee (not roasted) (090111)	\$0.2	\$322	Price competition from Central and South America	Expanding consumption driven by independent coffee shops.

Product Not Present Due to Significant Barriers (Unit: \$ million)

Product Category (HS Code)	2025 Total Imports	Current Exporters	Key Constraints for Market Access	Market Attractiveness for U.S. Exporters
Fresh Ginseng (12112040)	\$6.0	Canada China	Certain MRLs have not been registered	Aging population is attracted to traditional medicine.

Links to Top Food Processing Companies

- [Uni-President](#)
- [Standard Foods](#)
- [Namchow Group](#)
- [Lian Hwa Foods](#)
- [HeySong Corp.](#)

Section V— Key Contacts and Further Information

Name	Official Website
Taiwan Ministry of Agriculture	https://eng.moa.gov.tw/
Taiwan Food and Drug Administration	https://www.fda.gov.tw/ENG/index.aspx
Taiwan Food Industry Development	http://www.tfida.org.tw/
Food Association of Taiwan	http://www.foodtw.org.tw/
Taiwan Quality Food Association	https://www.tqf.org.tw/en
Taiwan Beverages Industry Association	http://www.bia.org.tw/zh-tw/a1-10647/English.html
Taiwan Flour Mills Association	http://www.tfma-flour.org.tw/en/index.php
Taiwan Feed Industry Association	http://www.taiwanfeed.org.tw/Company_en/about1.asp
Food Industry Research and Development	https://www.firdi.org.tw/En_Firdi_Index.ASPX
China Grain Products Research &	https://www.cgprdi.org.tw/
Food Next Media	https://www.foodnext.net/

For Trade Policy/Market Access and General Agricultural Issues contact Agricultural Affairs Office at:

Office Hours: 8:00 AM – 5:00 PM
Telephone: (011-886-2)2162-2238
Fax: (011-886-2)2162-2316
Email-FAS: agtaipei@usda.gov

For Market Development Assistance contact the Agricultural Trade Office at:

Office Hours: 8:00 AM – 5:00 PM
Telephone: (011-886-2)2705-6536
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Attachments:

No Attachments