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Report Highlights:

Taiwan relies heavily on agricultural imports due to its limited farmland. In 2025, it ranked as the ninth largest U.S. agricultural export market, importing \$4.5 billion worth of agricultural and related products, including \$2.2 billion of consumer-oriented products. From January to May 2026, these imports have increased 3.3 percent and 0.8 percent, respectively. Holding over 20 percent market share, U.S. consumer-oriented products are supported by Taiwan's high disposable income and generally favorable perception of U.S. food and beverages. This report serves as a practical guide for U.S. exporters exploring the Taiwan market.

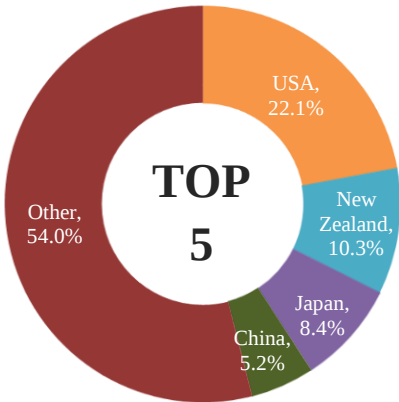
Executive Summary

Taiwan has an upper-income economy with a GDP of US\$922 billion. Due to the limited arable land and small agricultural 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\$4.5 billion in U.S. agricultural and related products, representing 23.7 percent of the island’s total agricultural imports.

Imports of Consumer-Oriented Products

In 2025, Taiwan imported \$2.2 billion consumer-oriented agricultural products from the United States, which represent 22.1 percent of the total import value. The top categories included beef, fruit, poultry, dairy, processed vegetables, and tree nuts.

Chart 1: Top Consumer-Oriented Exporting Countries to Taiwan



Food Retail Industry

Taiwan’s food and beverage retail sales reached \$9.8 billion in 2025. It features the second highest density of convenience stores in the world. E-retail is booming with supermarkets increasingly collaborating with delivery services.

Food Processing Industry

In 2025, Taiwan’s food processing industry output totaled \$32.6 billion with products often catering to consumer preference for convenience, health, and safety.

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. Delivery platforms play a significant role.

Quick Facts CY2025

Imports of Consumer-Oriented Products

US\$2.2 billion

Top 10 Growth Consumer-Oriented Products

Pork	Tea
Fresh Fruit	Poultry
Fresh Vegetables	Pet Food
Processed Fruit	Coffee
Processed Vegetables	Dairy

Taiwan Food Industry by Channel (\$ billions)

Retail Foods	\$9.8
Food Service-HRI	\$33.8
Food Processing	\$32.6
Food and Agriculture Exports	\$4.5

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): \$922.5
GDP Per Capita: \$39,515

Source: International Monetary Fund; Taiwan’s Department of Statistics, Ministry of Economic Affairs, and Ministry of Agriculture; Trade Data Monitor LLC.

SWOT

Strength	Weakness
The United States remains the market leader in consumer-oriented products.	Reluctance to offer low-volume or consolidated shipments of high-value products.
Opportunity	Threat
Growth of quick-service and casual dining restaurants.	FTA partners have preferential market access.

I. Market Overview

Agricultural Trade

Taiwan's dependence on food and agricultural product imports is expected to remain due to its limited arable land and small agricultural sector. Taiwan imported \$4.5 billion of agricultural and related products from the United States in 2025, which represents over 20 percent of Taiwan's total agricultural import market, making it the ninth largest agricultural export partner for the United States. Taiwan relies on imports of essential agricultural commodities for both food and feed purposes. The United States is viewed as a provider of high-quality, safe products and is also the largest supplier of many consumer food products to Taiwan. Top U.S. consumer-oriented agricultural products exported to Taiwan include beef, fresh fruit, processed vegetables, poultry, dairy, tree nuts, coffee, and processed foods.

2025 Taiwan Imports of Agricultural and Related Products			
Country	Amount (US\$ Billion)	Market Share (percent)	Key Consumer Products
United States	4.46	23.70	Beef, poultry, fruit, dairy, vegetables
China	1.53	8.13	Beer, vegetables, fruit, spices, tree nuts
Japan	1.15	6.09	Fruit, baked goods, condiments, beef, spirits
New Zealand	1.10	5.81	Dairy, fruit, beef, pet food, vegetables
Brazil	0.87	4.62	Juice, coffee, dairy, processed fruit

Source: Trade Data Monitor LLC.

Demographics

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. While birth rates are at record lows and declining, there were more than 250,000 newly registered pets in 2025.

Year	Birth Count	Fertility Rate (%)
2025	105,676	0.70
2024	134,769	0.89
2023	135,571	0.89

Year	Number of People over 65	Percentage of Population (%)
2025	4,673,155	20.06
2024	4,488,707	19.18
2023	4,296,985	18.35

Source: Taiwan Department of Household Registration

Economy

With only 23 million inhabitants, Taiwan is one of the world's largest global economies. According to Taiwan's Ministry of Economic Affairs (MoEA), Taiwan has a Gross Domestic Product (GDP) of \$922 billion and a real GDP growth of 8.8 percent. It's ranked as the world's 22nd largest economy and the sixth largest in Asia. According to International Monetary Fund, Taiwan's economic growth has surpassed powerhouse neighbors such as Vietnam, Singapore, Japan, and Korea. Looking forward, MoEA has predicted a further 9.6 percent growth in 2026.

Over the past two decades, Taiwan has transformed itself from a light industry manufacturing base into a global production center of high technology products such as semiconductors with services now accounting for 60 percent of the economy and industry only 38 percent. While the remaining two percent is agriculture, this sector remains important to the local electorate and policy makers.

Taiwan is a regional trade hub for much of Asia, with two cargo airlines, China Airlines and Eva Airways, and two global steamship lines, Evergreen and Yang Ming. Due to land constraints, Taiwan will often use containers as storage at ports and generally requires extra detention and demurrage days. According to World Trade Organization (WTO), in 2025, Taiwan was the 12th largest exporter in the world with the total export value of US\$640 billion.

Culturally, Taiwan consumers have favorable perception of American agricultural and food products. Taiwan importers are price-sensitive, but they are also reliable partners who highly value western business concepts.

Advantages and Challenges to U.S. Agricultural Exports

Advantages	Challenges
U.S. food products enjoy an excellent reputation among consumers.	Price competitiveness remains a challenge for some U.S. food products.
The growing modern retail industry is actively seeking new imported food products.	Competition from countries that have a trade agreement in force with Taiwan is fierce.
Consumers are health conscious, and many are willing to pay a premium for products with perceived health benefits.	U.S. exporters are sometimes reluctant to change product specifications to comply with Taiwan regulatory requirements or consumer preferences.
The popularity of U.S. holidays, culture and lifestyle supports promotional events organized around these themes by restaurants and hotels throughout the year.	Many U.S. companies are unwilling to provide low volume, consolidated shipments of high-value products to importers or end users.
Consumers are brand-conscious, and the United States leads in trend-setting food brands.	Consumers maintain a preference for fresh food products over frozen.
Growing number of fast food and casual dining restaurants provide more opportunities for U.S. exporters.	Taiwan's numerous food regulations and standards are often not in line with U.S. or international standards.

II. Exporter Business Tips

Market Entry Strategy

Aside from large export companies able to maintain a representative office in Taiwan, appointing an import agent is critical for most exporters. Importers prefer to review product samples whenever possible and will often place small initial shipments to test the market. All imported products must conform to local standards and labeling regulations. A local agent or distributor should assist to ensure compliance and avoid shipments otherwise subject to rejection or destruction.

Small-to-medium sized exporters are recommended to work with their respective U.S. State Regional Trade Group (SRTG) to leverage available marketing and promotional resources. These four SRTGs are non-profit trade development organizations that help U.S. food producers, processors, and exporters sell their products overseas. They are funded by USDA's Foreign Agricultural Service (FAS), individual state departments of agriculture, and private industry. The SRTGs provide export assistance to companies located in their geographic region through a variety of export programs and integrated marketing services. To learn more about the services available, find the one for your geographic area in the list below and visit the website.

State Reginal Groups	States
Food Export – Northeast	Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Food Export – Midwest	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota, Wisconsin
Southern U.S. Trade Association (SUSTA)	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Puerto Rico, Virginia, West Virginia
Western U.S. Agricultural Trade Association (WUSATA)	Alaska, Arizona, American Samoa, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

III. Import Food Standards, Regulations and Import Procedures

Customs Clearance

The official website of Customs Administration, Ministry of Finance, has detailed information on [customs laws and regulations](#).

Documents Generally Required by Taiwan for Imported Food

Taiwan's Food and Drug Administration (TFDA), located within the Ministry of Health and Welfare (MOHW), is the central competent authority responsible for the management of food safety and modeled after the U.S. FDA. Clerical errors in documents are a frequent cause of stuck shipments so exporters are advised to be vigilant to avoid problems. For information regarding import requirements and licensing, contact [Taiwan International Trade Administration](#).

Language Labeling Requirements

Product labeling requirements are strictly enforced in Taiwan, and labels must be translated into Mandarin. For more information regarding Taiwan's labeling requirements and food standards, please

work closely with your importer and refer to the latest [Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#).

Tariffs and Import Controls

Taiwan's Customs Administration maintains a searchable [tariff database](#) for Taiwan's tariff schedule, including import duties.

A range of products are subject to a tariff-rate quota or subject to special safeguards (SSG) on imports. The trigger volume of each SSG protected product is updated in real-time on the Customs Administration website: [Special Safeguard Database](#) (Chinese only). For trade data, please see the [International Trade Administration](#).

Article 71 of the [Taiwan Customs Act](#) allows authorities to raise or lower commodity tariffs within a range of 50 percent of the established tariff rate for a period not to exceed one year to cope with special domestic or international economic situations or to adjust local supply. The duty on imports classified as a bulk commodity may be adjusted up to 100 percent if the commodity experiences significant price fluctuations. For more information: [Taiwan Extends Tariff and Business Tax Cuts for Selected Imported Agricultural Commodities](#).

Trademarks and Patents Market Research

Trademarks and brand names are protected under domestic laws and are generally well enforced. The Intellectual Property Office (IPO), under the Ministry of Economic Affairs (MOEA), is responsible for enforcement of copyright and trademark laws. IPO's website has detailed [English information](#) on laws and regulations regarding trademarks, copyrights, and patents. MOA's [Plant Variety and Plant Seed Act](#) provides rules on plant variety protections. U.S. companies are encouraged to register their brands and trademarks in Taiwan to protect their intellectual property.

Trade Agreements

Taiwan's accession to the WTO in 2002, followed by its participation in the WTO Government Procurement Agreement in 2009, helped eliminate many non-tariff barriers and reduce remaining tariffs.

Taiwan has bilateral trade agreements in force with Belize, Guatemala, Panama, China, Singapore, Paraguay, Eswatini, Marshall Islands, and New Zealand. Among these competitors, New Zealand's economic partnership agreement with tariff-free access for a wide variety of products, including dairy and fresh fruit, remains the most significant challenge for many U.S. exporters.

The United States and Taiwan signed a Trade and Investment Framework (TIFA) Agreement in 1994 to serve as the basis for consultations on trade and investment matters. In June 2023, the first agreement under the United States-Taiwan Initiative on 21st Century Trade was signed, including chapters on customs administration, trade facilitation, good regulatory practices, services domestic regulation, anticorruption, and small and medium sized enterprises. In 2026, the United States and Taiwan signed an Agreement on Reciprocal Trade to further strengthen the bilateral economic and trade relationship.

- [Agreement between the American Institute in Taiwan and the Taipei Economic and Cultural Representative Office in the United States on Reciprocal Trade between the United States of America and Taiwan](#)
 - To read the tariff schedule, click [here](#).

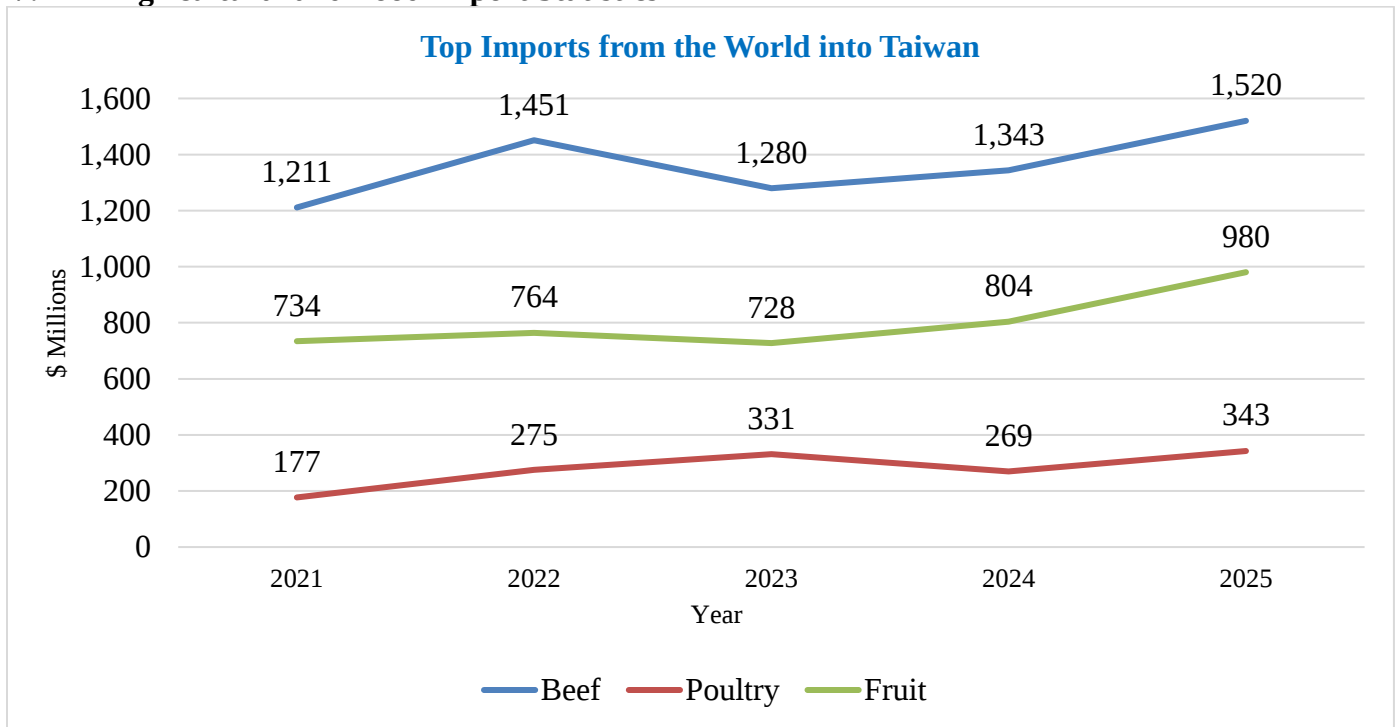
- [Fact Sheet on U.S.-Taiwan Agreement on Reciprocal Trade](#)

The U.S.-Taiwan Organic Equivalence agreement, in effect since May 30, 2020, applies to products certified under either the U.S. Department of Agriculture National Organic Program or Taiwan's organic regulations, as long as they are grown or produced in the United States or Taiwan; or have their final processing or packaging in the United States or Taiwan. This eliminates the need for exporters to apply for duplicate organic certifications, thus avoiding a double set of fees, inspections, and paperwork. For information on the regulations for managing and reviewing imported organic agricultural products, please visit Taiwan's [Agriculture and Food Agency website](#).

IV. Market Sector Structure and Trends

Taiwan eating habits have evolved significantly over the past 20 years. Consumers have switched from rice to flour-based products and from carbohydrates to protein. With strong spending power, Taiwan consumers are increasingly drawn to high-end products with rich history, compelling backstories, as well as unique and seasonal flavors. Pet owners similarly pay significant attention to ingredients when choosing pet food with a growing number of restaurants offering pet meals. For insights into retail, processed food ingredients, and food service marketing tips, please refer to the [latest sector-specific reports](#).

V. Agricultural and Food Import Statistics



Best High-Value, Consumer Oriented Product Prospects

Product Category (HS Code)	2025 Imports from U.S.	2025 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Beef and beef products (0201, 0202, 020610, 02062x, 021020, 160250)	\$676	\$1,520	Certain high-risk materials from countries considered BSE-affected are heavily regulated and restricted	Local perception that U.S. products taste better
Pork and pork products (0203, 020630, 02064x, 02101x, 16024x)	\$20	\$461	Local and political perception that U.S. pork contains ractopamine	Strong demand for intestines and other edible parts
Poultry (0207)	\$340	\$343	Special safeguard on certain products	Strong demand for competitively priced cuts such as legs and feet
Fresh Fruit (0803, 0804, 0805, 0806, 0807, 0808, 0809, 0810)	\$292	\$980	Strong competition from countries with a trade agreement with Taiwan	Harvest season fits local demand
Pet Food (2309)	\$53	\$296	Price competition from neighboring Asian countries	Perception that U.S. brands are higher in quality

Source: Trade Data Monitor LLC, Unit: \$ million

VI. Key Contacts and Future Information

U.S. Resources:

- ✓ [USDA Foreign Agricultural Service](#)
- ✓ [United Tastes in Taiwan](#)
- ✓ [American Institute in Taiwan](#)
- ✓ [Country Commercial Guide](#)

Taiwan Authorities:

- ✓ [Taiwan Ministry of Agriculture](#)
- ✓ [Taiwan Food and Drug Administration](#)

Taiwan Industry Resources:

- ✓ [Food Industry Research & Development Institute](#)
- ✓ [Taiwan Food Industry Development Association](#)
- ✓ [China Grain Products Research & Development Institute](#)
- ✓ [Taiwan Feed Industry Association](#)
- ✓ [Taiwan Flour Mills Association](#)
- ✓ [Food Association of Taiwan](#)
- ✓ [Taiwan Quality Food Association](#)
- ✓ [Taiwan Beverages Industry Association](#)
- ✓ [Food Next Media](#)

Appendix I



U.S. Exports of Agricultural & Related Products to *Taiwan* CY 2021 - 2025 and Year-to-Date Comparisons (in millions of dollars+)



Export Market: *Taiwan*

Product	Calendar Years (Jan-Dec)					January - April		
	2021	2022	2023	2024	2025	2025	2026	%Chg
Bulk Total	1,566.0	1,855.2	1,343.0	1,423.3	1,829.0	560.9	580.0	3.4
Wheat	306.0	364.2	364.9	316.4	292.5	91.8	78.8	-14.2
Corn	417.0	268.9	251.2	383.1	782.2	315.2	308.6	-2.1
Coarse Grains (excl. corn)	1.0	0.8	0.8	0.7	1.3	0.3	0.2	-32.9
Rice	37.0	42.6	27.6	52.5	40.3	21.5	27.4	27.3
Soybeans	730.0	1,086.5*	630.8	624.1	683.3	116.9	148.4	27.0
Oilseeds (excl. soybean)	1.0	0.2	0.1	0.2	0.1	0.0	0.0	-27.2
Cotton	62.0	82.9	57.0	26.4	22.0	10.4	11.3	8.3
Pulses	2.0	1.9	2.0	3.0	2.6	1.0	1.0	-1.4
Tobacco	7.0	3.3	6.7	14.0	3.3	3.3	3.7	12.3
Other Bulk Commodities	3.0	3.8	2.0	2.9	1.4	0.6	0.7	20.2
Intermediate Total	393.0	402.5	351.5	339.6	330.0	113.8	107.4	-5.6
Milled Grains & Products	2.0	1.6	5.3	9.1	18.2	1.8	12.3	591.7
Soybean Meal	37.0	33.3	19.2	24.5	11.4	3.0	2.5	-14.0
Soybean Oil	0.0	0.0	0.0	0.2	0.0	0.0	0.0	-
Vegetable Oils (excl. soybean)	7.0	7.5	6.2	6.0	4.7	1.6	0.9	-41.6
Animal Fats	0.0	0.7	0.4	0.6	0.9	0.2	0.3	47.8
Live Animals	6.0	7.2	7.7	9.8	10.3	3.3	2.6	-20.6
Hides & Skins	20.0	11.6	6.2	5.4	6.5	3.5	1.6	-52.6
Hay	72.0	66.4	58.2	49.2	52.4	18.8	17.6	-6.6
Distillers Grains	63.0	83.0*	75.3	62.9	53.9	18.2	18.0	-1.3
Other Feeds, Meals & Fodders	59.0	63.0	59.1	57.1	47.7	15.7	17.7	13.0
Ethanol (non-bev.)	0.0	0.3	1.4	2.0	1.6	0.7	0.3	-52.1
Planting Seeds	11.0	12.2	10.8	7.3	5.3	1.5	2.1	39.9
Sugar, Sweeteners, Bev. Bases	10.0	9.6	11.5	12.5	10.4	3.6	3.6	2.2
Dextrins, Peptones, & Proteins	43.0	57.5*	40.3	52.4	50.1	15.1	15.6	3.8
Essential Oils	46.0	27.8	31.7	19.7	36.6	21.2	6.3	-70.5
Other Intermediate Products	17.0	20.7	18.2	21.0	19.9	5.8	5.8	0.2
Consumer Oriented Total	1,868.0	2,040.5	1,999.4	2,015.9	2,090.3*	591.7	574.8	-2.8
Beef & Beef Products	662.0	747.7*	624.8	709.2	667.6	201.7	224.2	11.1
Pork & Pork Products	16.0	13.1	55.3	23.8	20.4	7.7	10.8	40.5
Poultry Meat & Prods. (excl. eggs)	165.0	284.7	352.9*	258.5	345.9	97.2	55.5	-42.9
Meat Products NESOI	4.0	4.3	4.3	5.0	5.5	1.5	1.7	13.1
Eggs & Products	2.0	2.2	2.8	0.3	0.4	0.1	0.5	414.6
Dairy Products	138.0	141.1*	116.3	107.5	111.2	31.5	44.3	40.6
Fresh Fruit	206.0	188.1	225.4	261.0	303.5*	50.5	48.0	-4.9
Processed Fruit	34.0	35.8	27.0	26.3	30.3	9.1	9.1	-0.3
Fresh Vegetables	59.0	46.3	43.7	49.6	56.8	5.0	3.5	-29.5
Processed Vegetables	71.0	80.1	86.4	96.3*	93.3	32.5	33.6	3.4
Fruit & Vegetable Juices	9.0	8.5	6.4	6.3	5.7	1.8	1.5	-18.1
Tree Nuts	78.0	66.5	59.7	85.2	84.0	33.3	40.9	22.7
Confectionery	2.0	1.6	1.0	0.5	0.4	0.2	0.0	-71.8
Chocolate & Cocoa Products	31.0	26.1	25.7	26.9	17.0	4.6	6.1	32.4
Bakery Goods, Cereals, & Pasta	21.0	19.9	18.1	11.8	11.9	4.5	4.2	-7.7
Food Preparations	195.0	186.5	168.9	175.9	158.0	51.5	36.5	-29.2
Condiments & Sauces	18.0	17.6	20.7*	19.4	16.7	4.6	3.6	-20.5
Non-Alcoholic Bev. (excl. juice)	84.0	97.6*	88.5	92.1	90.8	30.6	29.0	-5.4
Beer	4.0	2.2	2.1	2.1	2.6	1.0	0.6	-39.1
Wine & Related Products	18.0	17.1	15.5	10.5	11.0	4.5	3.9	-13.9
Distilled Spirits	7.0	6.4	3.8	2.3	4.4	1.5	1.3	-11.4
Nursery Products & Cut Flowers	0.0	0.2	0.2	0.1	0.0	0.0	0.0	61.9
Dog & Cat Food	38.0	36.9	38.8	35.3	41.7*	12.5	13.2	5.4
Other Consumer Oriented	8.0	9.9	11.0	10.1	11.1	4.4	3.0	-32.4
Agricultural Related Products	73.0	62.1	61.6	50.5	54.7	20.4	16.0	-21.8
Biodiesel & Blends > B30	0.0	0.1	0.0	0.0	0.0	0.0	0.0	-
Forest Products	35.0	27.9	24.3	24.0	19.4	7.3	7.6	4.5
Seafood Products	38.0	34.1	37.4	26.5	35.3	13.1	8.4	-36.4
Agricultural Products	3,826.0	4,298.2*	3,693.8	3,778.9	4,249.4	1,268.3	1,262.2	-0.3
Agricultural & Related Products	3,899.0	4,360.3*	3,755.5	3,829.3	4,304.1	1,286.8	1,278.2	-0.7

Prepared By: Trade & Economic Analysis Division/GMA/FAS/USDA

Source: U.S. Census Bureau Trade Data

Biodiesel aggregate includes only higher-level and pure biodiesel HTS chapter 38 codes; biodiesel blends below 30% by volume (aka. petroleum oils containing biodiesel) found in chapter 27 are excluded.

* Denote Highest Export Levels Since at
Least CY 1970

www.fas.usda.gov/GATS

GATSHelp@fas.usda.gov

Attachments:

No Attachments