

Required Report: Required - Public Distribution

Date: September 29, 2025

Report Number: TW2025-0024

Report Name: Retail Foods Annual

Country: Taiwan

Post: Taipei ATO

Report Category: Retail Foods

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Report Highlights:

The retail sector in Taiwan includes convenience stores, supermarkets, and hypermarkets, which generated more than \$30 billion in sales in 2024. The United States remains the leading supplier of consumer-oriented food and agricultural products to Taiwan. U.S. consumer-oriented products such as beef, poultry, and fresh fruit enjoyed more than 20 percent of the total market share. The aging population in Taiwan increasingly prefers products with added health benefits, while smaller family sizes are driving demand for smaller portion sizes.

Executive Summary

Taiwan has an upper-income economy with a GDP of \$804 billion. Due to the limited arable and small agriculture sector, it relies heavily on imports of food and agricultural products and is a leading importer in the global agricultural marketplace. Ranks as the eighth largest trading partner for U.S. agricultural goods, Taiwan imported \$3.8 billion in agricultural and related products from the US in 2024, accounting for 20.94 percent of the island’s total imports.

Imports of Consumer-Oriented Products

In 2024, Taiwan imported \$2.1 billion consumer-oriented agricultural products from the U.S., representing 22.72 percent of the total import value. The top categories included beef, fruit, poultry, dairy and tree nuts.

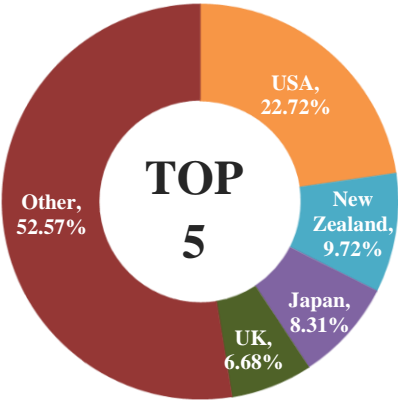


Chart 1: Top Consumer-Oriented Exporting Countries to Taiwan

Food Retail Industry

Taiwan’s food and beverage retail sales reached \$8.9 billion in 2024. This strong performance reflects the island’s exceptionally high density of convenience stores - over 10,000 stores island-wide – among the highest in the world. E-commerce is also booming, with supermarkets increasingly collaborating with food delivery services, such as Uber Eats, to expand access to fresh food and agricultural products.

Food Processing Industry

In 2024, Taiwan’s food processing industry produced \$30.5 billion worth of processed food and beverages, which accounted for 4.9 percent of the island’s total manufacturing value. Consumer preferences for convenience and growing interest in food health and safety are driving innovation, particularly in easy-to-prepare meals, healthier options, and clean-label products.

Food Service Industry

In 2024, Taiwan’s foodservice revenue reached \$31.5 billion. The industry is seeing more growth in grab-and-go establishments than sit-down restaurants.

Quick Facts CY2024

Imports of Consumer-Oriented Products

\$2.1 billion USD

Top 10 Growth Products in Host Country

Beef	Poultry
Dairy products	Fresh Fruit
Tree Nuts	Fresh Vegetables
Seafood	Pet Food
Plant Protein	Coffee, Roasted

2024 Food Industry by Channel (\$ billions)

Retail Food Industry	\$8.9
Food Service-HRI	\$31.5
Food Processing	\$34.5
Food and Agriculture Exports	\$5.8

Top 10 Taiwan Retailers

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

GDP/Population

Population (millions): 23.4

GDP (billions): \$804.89

GDP Per Capita: \$34,430

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

SWOT

Strength	Weakness
The U.S. remains the leading supplier of consumer-oriented products, which continue to demonstrate robust growth potential.	Many U.S. companies are reluctant to offer low-volume or consolidated shipments of high-value products, limiting market access for small importers.
Opportunity	Threat
There is increasing growth of fast-food chains and casual dining restaurants, boosting consumption of food ingredients.	Taiwan’s FTA partners offer products at a lower cost, which dampens importers’ interest in purchasing U.S. products.

Section 1: Market Summary

Taiwan is a small island with strong purchasing power. According to Taiwan's Directorate-General of Budget, Accounting and Statistics, the market's 2025 GDP per capita is poised to reach \$38,066, which will surpass its powerhouse neighbor South Korea for the first time in the past 22 years.

In 2024, Taiwan's physical retail, e-retail, and food service industries performed well with slight growth. Major retailers including 7-Eleven, PX Mart, Costco, Momo Online, and Family Mart's sales exceeded NT\$10 billion (around \$3 billion), while supermarket Carrefour and department store Shin Kong Mitsukoshi followed close behind.

As an aging society with people over 65 accounting for almost 20 percent of its population, the food and beverage trends in Taiwan are focused on low additives, additional health benefits, clean label, locally sourced products, creative combinations, and strong social media marketing. Products high in protein are observed to take over more and more shelf space. At the same time, Taiwanese are having more pets than babies. As a result, convenience stores such as 7-Eleven and Family Mart now have designated areas for pet products in most of their stores.

Advantages and Challenges for U.S. Exporters

Advantages	Challenges
U.S. food products enjoy an excellent reputation among consumers.	U.S. food products are not always price-competitive in the Taiwan market.
The growing modern retail industry is looking for new imported food products.	Consumers are price-sensitive in general.
Consumers are increasingly health-conscious and tend to be less concerned about cost when shopping for natural and organic foods.	U.S. exporters are sometimes reluctant to change product specifications to comply with Taiwan requirements or consumer preferences.
The popularity of U.S. holidays, culture, and lifestyles leads to promotional events organized around these themes by retail stores, restaurants, and hotels throughout the year.	Many U.S. companies are unwilling to provide low-volume, consolidated shipments of high-value products to importers.
There is a wide variety of U.S. food products available to consumers.	Consumers maintain a preference for fresh food products over frozen.
Consumers are brand-conscious, and the US is a leader in food brands that set trends.	Competition from agricultural and food exporters from countries with an FTA with Taiwan is strong.

Retail Sales by Channel

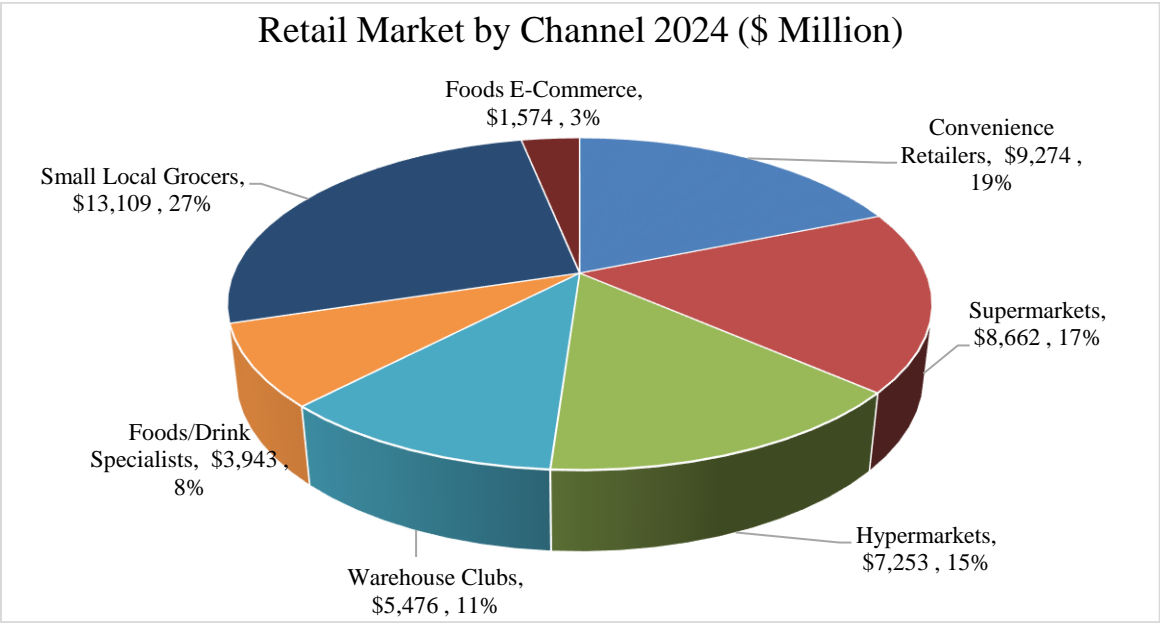
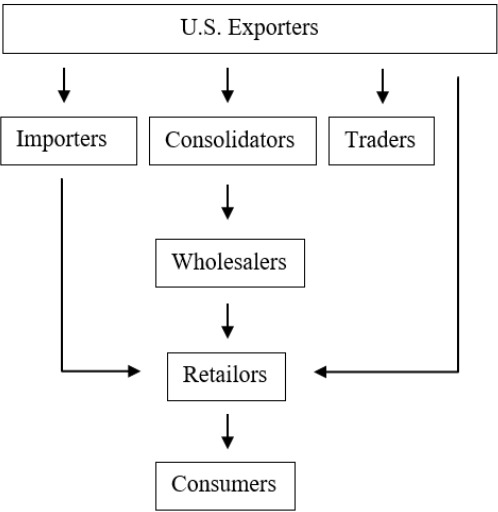


Chart 2: Retail Market by Channel 2024, Euromonitor

Section 2: Road Map for Market Entry

Flow Chart



Entry Strategy

Small-to-medium potential exporters can work with the appropriate U.S. State Regional Trade Group (SRTG) to leverage resources for marketing and promotion in Taiwan.

- [Food Export – Northeast](#)
- [Food Export – Midwest](#)
- [Southern U.S. Trade Association \(SUSTA\)](#)
- [Western U.S. Agricultural Trade Association \(WUSATA\)](#)
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Additionally, trade shows are excellent venues for U.S. exporters to make contacts with potential business partners, launch new products, and gauge buyers' interest. ATO Taipei organizes a USA Pavilion at the annual Taipei International Food Show - the largest food show in Taiwan – which prominently features U.S. products. This event provides a unique platform for networking with local importers, traders, wholesalers, and retailers. The show is held annually in June. Show dates for 2026 are June 24 - 27.

Sectors and Top Retailors

- **Convenience Stores**

Convenience stores play a huge part in Taiwan consumers' everyday life. There is one convenience store for every 1,500 people in Taiwan, the second highest density in the world only after South Korea. Convenience stores in Taiwan run 24/7 and offer a wide range of goods and services, including freshly brewed coffee and teas, prepared meals, tuition and utilities payment, and other bill payment collection, printing and faxing, transportation (e.g. trains) and entertainment (e.g. concerts) ticketing, and package pick-ups. People go into convenience stores at least once every day.

Retailers are constantly opening new stores, with total store counts growing each year. Market analysts forecast sustained growth, supported by new services such as booth space rentals for teleworking, membership programs for exclusive benefits, and dry-cleaning services.

Retailer	2024 Sales	Year Established	Store Count	Locations	Purchasing Type
7-Eleven 7-11.com (English)	\$11.49 billion	1978	7,110	Nationwide	Direct import; purchase from Taiwan importer
Family Mart Family.com (English)	\$3.57 billion	1988	4,279	Nationwide	Direct import; purchase from Taiwan importer
Hi-Life Hilife.com (English)	\$920 million	1989	1,550	Nationwide	Purchase from Taiwan importer

Simple Mart Simplemart.com.tw (Chinese)	\$466 million	2006	806	Nationwide	Direct import; purchase from Taiwan importer
OK Mart www.okmart.com.tw (Chinese)	\$340 million	1988	707	Nationwide	Purchase from Taiwan importer

- **Hypermarkets**

In terms of sales, foreign retailer Costco dominates the Taiwan market. Their Taiwan stores are some of the best performing stores in the world, reflecting the strong purchasing power of Taiwanese consumers.

In 2023, the biggest retail conglomerate in Taiwan, Uni President, which owns the 7-Eleven brand, acquired Carrefour from the French group. This means it now operates 7-Eleven convenience stores, Carrefour hypermarket stores, Carrefour supermarket stores, and high-end supermarket stores under the Mia C'bon brand. At the same time, PX Mart supermarket acquired RT-Mart hypermarket and renamed it to Mega PX Mart. Both retailers now own respective large-scale super and hypermarket stores and are in fierce competition to dominate the market.

In terms of merchandise sourcing, Costco and Carrefour carry products from all over the world, while A-Mart and Mega PX Mart tend to source mainly from Taiwan.

Retailer	2024 Sales	Year Established	Store Count	Locations	Purchasing Agent Type
Costco Costco.com (English)	\$3.4 billion	1997	14	Island-wide	Direct import; purchase from Taiwan importer
Carrefour Carrefour.com (Chinese)	\$2.7 billion (combined with supermarkets)	1989	HM: 67 SM: 243	Island-wide	Direct import; purchase from Taiwan importer
Mega PX Mart Pxmart.com.tw/mega (Chinese)	\$1 billion	1996	20	Island-wide	Purchase from Taiwan importer
A-Mart Fe-amart.com (Chinese)	\$441 million	1990	14	Island-wide	Purchase from Taiwan importer

- **Supermarkets**

PX Mart dominates the supermarket scene in Taiwan with over 1,200 locations. It has teamed up with delivery services such as UberEats and FoodPanda to provide grocery delivery services. PX Mart has the widest range of products compared with their competitors, including organic produce and plant-based protein. Taiwan Fresh operates in the central and southern parts of Taiwan and is planning to move north.

Major Supermarket Profile

Retailer	2024 Sales	Year Established	Store Count	Locations	Purchasing Agent Type
PX Mart PXmart.com (Chinese)	\$6 billion	1997	1,227	Nationwide	Purchase from Taiwan importer
Carrefour Carrefour.com (Chinese)	\$2.7 billion (combined with supermarkets)	1989	HM: 67 SM: 243	Island-wide	Direct import; purchase from Taiwan importer
Taiwan Fresh Supermarket Supermarket.com (Chinese)	\$637 thousand	1975	50	Central and Southern Taiwan	Purchase from Taiwan importer

In addition to major supermarket chains, Taiwan also has several high-end supermarket chains that carry exotic and premium imported products. These stores are usually located in the basement levels of department stores, which are in the heart and in central metropolitan districts. Roughly 70 percent of the products these stores carry are imported, making them the priority targets for ATO Taipei when conducting retail promotions. High-end supermarkets are valued for their wide selection of U.S. foods. Meats, seafood, vegetables, and fruits can be found in normal supermarkets, as well as these high-end ones. They also carry U.S. cheeses, cured meats and sausages, wines, spirits, craft beers, sweets, snacks, cereals, condiments, sauces, ice treats, non-alcoholic beverages such as coffee, soda, and juices.

High-end Supermarket Profile

Retailer	Year Established	Store Count	Locations	Purchasing Agent Type
Mia C'bon (Formerly Jasons Market Place) Miacbon.com (English)	2003	22	Nationwide	Direct import; purchase from Taiwan importer

Beautiful Market Skm.com.tw (Chinese)	2015	12	Nationwide	Purchase from Taiwan importer
City Super Citysuper.com.tw (Chinese)	2004	8	Taipei and Taichung cities	Purchase from Taiwan importer

Section 3: Competition

Product Category	Gross Imports (U.S. \$ million)	1st Supplier	2nd Supplier	USA
Beef	1,343	USA 695 (52%)	Australia 259 (19%)	695 (52%)
Dairy	1,069	New Zealand 430 (40%)	USA 110 (10%)	110 (10%)
Fresh fruit	804	USA 255 (32%)	New Zealand 222 (28%)	255 (32%)
Wine	261	France 141 (54%)	USA 22 (8%)	22 (8%)
Pet food	277	Thailand 103 (37%)	USA 45 (16%)	45 (16%)

Section 4: Best Product Prospects

Top Consumer-Oriented Products Imported from the World

Product Category	2024 Imports from the World (U.S. \$ million)
Beef	1,343
Dairy	1,069
Distilled spirits	759
Soup and food prep	809
Fresh fruit	804

Top Consumer-Oriented Products Imported from the United States

Product Category	2024 Imports from the US (U.S. \$ million)
Beef	695
Poultry	268
Soup and food prep	282
Fresh fruit	255
Dairy	110

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

Product Category (HS Code)	2024 Imports from the US	2024 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Cheese (0406): cheddar, mozzarella, cream cheese, string cheese	\$35	\$180	Compliance with allowable levels of preservatives in processed cheese	Young market for dairy consumption with room to grow. Expanding consumption driven by ready-to-eat sector of convenience store chains
Tree Nuts (0802/080132): walnut, almond, pecan, pine, pistachio, macadamia, cashew	\$77	\$143	Price competition from Australia and Iran	Health-conscious market with versatile applications in snacks, beverages, and baked goods
Pork (0203)	\$12	\$288	Local and political perception that U.S. pork contains ractopamine	Strong market demand for intestines and other edible parts
Seafood (03)	\$20	\$1,453	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)	2024 Imports from the US	2024 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Frozen Fruit (081190): berries	\$1.0	\$15	Lack of awareness of U.S. suppliers	Growing demand from consumers
Whey Protein Concentrate (350290)	\$3.7	\$5.2	Lack of awareness about product specs and applications	Aging population demands added nutritional value
Concentrated Fruit Juice (2106907000)	\$0.05	\$2.6	Compliance with Taiwan's Chinese National Standards (CNS)'s classification of base fruits for concentrate juice uses	Expanding applications for beverage manufacturers in making not just fruit juices, but also flavored sparkling water

Product Not Present Due to Significant Barriers

Product Category (HS Code)	2024 Total Imports	Current Exporters	Key Constraints for Market Access	Market Attractiveness for U.S. Exporters
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Fresh Ginseng (12112040)	\$5.0	Canada China	Certain MRLs have not been registered	Aging population is attracted to traditional medicine
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Section 5: 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 Association	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-
Food Industry Research and Development	https://www.firdi.org.tw/En_Firdi_Index.ASPX

Please contact FAS offices for questions and assistance.

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

Office Hours: 8:00 AM – 5:00 PM
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For Market Development Assistance contact the Agricultural Trade Office at:

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Attachments:

No Attachments