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**Report Highlights:**

Retail food channels in Taiwan include convenience stores, supermarkets, and hypermarkets, which generated more than \$25 billion in sales in 2023. 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 prefers products with added health benefits, and smaller family sizes have increased demand for smaller portion sizes.

## Executive Summary

Though Taiwan has a population of just 23.26 million, it ranks as the sixth largest trading partner for U.S. agricultural goods and eighth largest overall U.S. trading partner. In 2023, U.S. exports to Taiwan reached \$3.7 billion in agricultural and related products, accounting for 24.47 percent of the island's total import market, making the U.S. the leading foreign supplier.

## Consumer-Oriented Agricultural Imports

In 2023, Taiwan imported \$2.1 billion consumer-oriented agricultural products from the U.S., representing 22.15 percent of the total import value. The top categories included beef, fruit, poultry, dairy and non-alcoholic beverages.

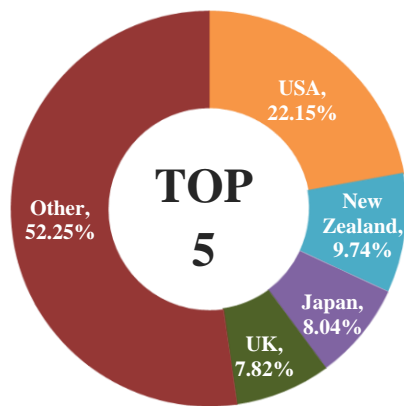


Chart 1: Top Exporting Countries to Taiwan

## Food Retail Industry

Taiwan's food and beverage retail sales reached \$9.8 billion in 2023, which increased 2.8 percent from last year. Taiwan has 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 UberEats, to offer fresh food and agricultural products.

## Food Processing Industry

In 2023, Taiwan's food processing industry produced \$30 billion of processed food and beverages, which accounted for 5.7 percent of the total manufacturing value. 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 2023, Taiwan's foodservice revenue grew 84.2 percent to a record-high \$32.6 billion, marking the society's transition into the post-COVID era.

## 2023 Consumer-Oriented Products Imported from the US

\$2.1 billion

## Top 10 Growth Products in Taiwan

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

## 2023 Food Industry by Channel (\$ billions)

Retail Food Industry	\$9.8
Food Service-HRI	\$32.6
Food Processing	\$30
Food and Agricultural Exports	\$5.9

## Top 10 Taiwan Retailers

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

## GDP/Population

Population (millions): 23.26

GDP (billions): \$802.96

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 market leader in consumer-oriented products, which continue to show robust growth.	U.S. companies hesitate to offer low volume or consolidated shipments of high-value products, limiting market access.
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

In 2023, Taiwan’s physical retail, e-retail, and food service industries performed exceptionally well. With Luner New Year falling in February 2024, consumers were more inclined to celebrate both Christmas and the New Year, which resulted in a 7.5 percent year-on-year increase in overall December sales. As an aging society with people over 65 accounting for 22.5 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.

When looking at the market by sector, convenience stores continue to perform well, with major players such as 7-Eleven and Family Mart expanding by launching hybrid stores, including convenience cafés and convenience-drugstores. Hypermarkets and supermarkets experienced a slight decline, mainly due to the Uni President-Carrefour merger. Meanwhile, e-commerce saw a slight incline, primarily driven by heavier shelf-stable products such as canned drinks, which consumers found more convenient to have delivered during the pandemic.

### 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. Offering competitive pricings and multiple different products remain a challenge for all retailers.
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

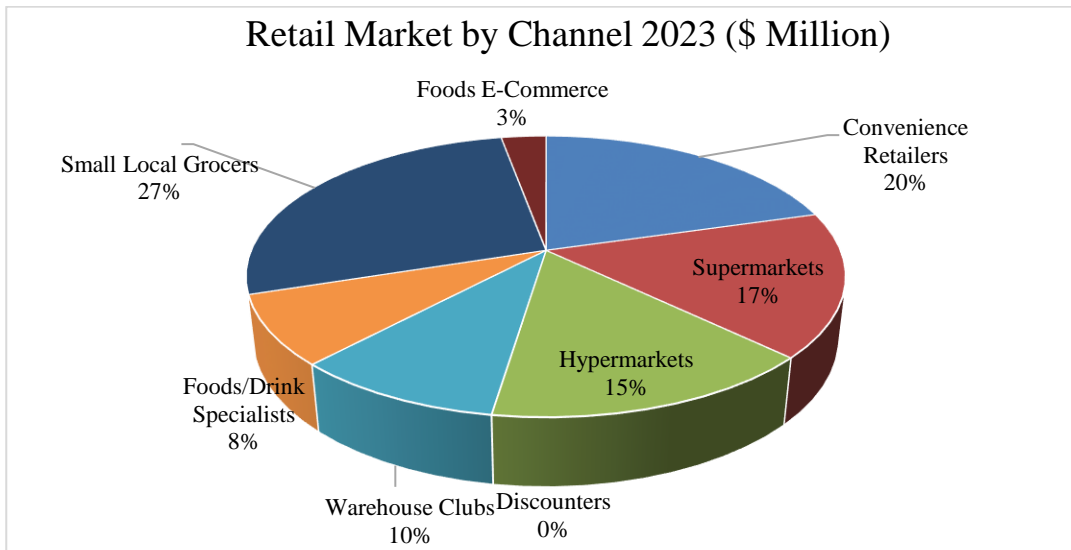
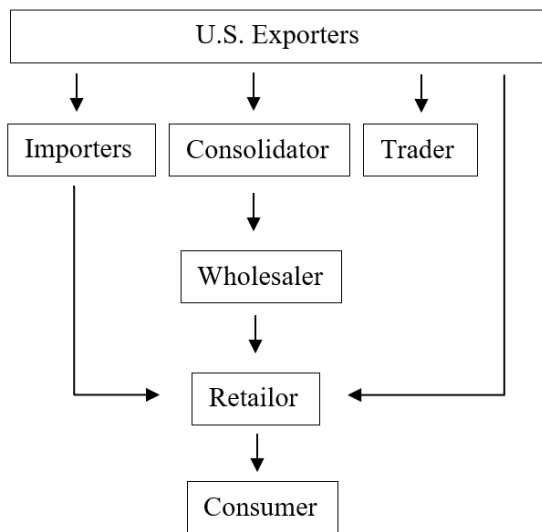


Chart 2: Retail Market by Channel 2023, Euromonitor

## 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 take advantage of their resources for marketing and promotion support in Taiwan.

- [Food Export – Northeast](#)
- [Food Export – Midwest](#)
- [Southern U.S. Trade Association \(SUSTA\)](#)
- [Western U.S. Agricultural Trade Association \(WUSATA\)](#)

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, as well as a U.S.-themed reception to help build new business relationships with local importers, traders, wholesalers, and retailers. The show is held annually in June. Show dates for 2025 are June 25 to 28.

## Sectors and Top Retailors

- **Convenience Stores**

Convenience stores play a huge part of Taiwan consumers' everyday life. There is one convenience store for every 1,500 people in Taiwan, the second highest ratio in the world 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, tuition, utilities, and other bill payment collection, printing and faxing, transportation (e.g. trains) and entertainment (e.g. concerts) tickets, and e-retail package pick-ups. People go into convenience stores at least once every day.

Retailers are constantly opening new stores with the total store count growing nine percent from 13,000 stores in 2022 to 14,198 stores in 2023. They suggest the market will not be saturated and forecast further growth thanks to new features constantly integrated into the stores, such as booth spaces for teleworking, membership systems for exclusive products, and dry-cleaning services.

<b>Retailer</b>	<b>2023 Sales (U.S.\$ billion)</b>	<b>Year Established</b>	<b>No. of Outlets</b>	<b>Locations</b>	<b>Purchasing Type</b>
7-Eleven <a href="#">7-11.com (English)</a>	10	1978	6,820	Nationwide	Direct import; purchase from Taiwan importer
Family Mart <a href="#">Family.com (English)</a>	3.3	1988	4,255	Nationwide	Direct import; purchase from Taiwan importer
Hi-Life <a href="#">Hilife.com (English)</a>	0.83	1989	1,550	Nationwide	Purchase from Taiwan importer
Simple Mart <a href="#">Simplemart.com.tw (Chinese)</a>	0.45	2006	807	Nationwide	Direct import; purchase from Taiwan importer

- **Hypermarkets**

In terms of sales generated, foreign operator Costco dominates the Taiwan market. Their Taiwan stores are some of the best performing stores in the world, showing how impressive Taiwan consumers’ purchasing powers are.

In 2023, the biggest retail conglomerate in Taiwan, Uni President, who owns the 7-Eleven brand, acquired Carrefour from the French group. This means it now operates more than 6,800 7-Eleven convenience stores, 67 Carrefour hypermarket stores, 246 Carrefour supermarket stores, and 22 high-end supermarket stores with the brand name of Mia C’bon. At the same time, PX Mart supermarket acquired RT-Mart hypermarket, which owns 20 stores. Both retailers now own respective super and hypermarket stores and are in fierce competition to dominate the market.

In terms of merchandise carried, Costco and Carrefour have products from all over the world, while A-Mart and RT Mart tend to carry products mainly from Taiwan.

<b>Retailer</b>	<b>2023 Sales (U.S.\$ billion)</b>	<b>Year Established</b>	<b>No. of Outlets</b>	<b>Locations</b>	<b>Purchasing Agent Type</b>
Costco <a href="http://Costco.com">Costco.com</a> (English)	3.3	1997	14	Island-wide	Direct import; purchase from Taiwan importer
Carrefour <a href="http://Carrefour.com">Carrefour.com</a> (Chinese)	3(combined with supermarkets)	1989	HM: 67 SM: 246	Island-wide	Direct import; purchase from Taiwan importer
A-Mart <a href="http://Fe-amart.com">Fe-amart.com</a> (Chinese)	0.4	1990	15	Island-wide	Purchase from Taiwan importer
RT Mart <a href="http://RT-Mart.com">RT-Mart.com</a> (Chinese)	1	1996	20	Island-wide	Purchase from Taiwan importer

- **Supermarkets**

PX Mart dominates the supermarket scene in Taiwan with over a thousand 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 only.

<b>Retailer</b>	<b>2023 Sales (U.S. \$)</b>	<b>Year Established</b>	<b>No. of Outlets</b>	<b>Locations</b>	<b>Purchasing Agent Type</b>
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PX Mart <a href="http://PXmart.com">PXmart.com</a> (Chinese)	6 billion	1997	1,160	Nationwide	Purchase from Taiwan importer
Carrefour <a href="http://Carrefour.com">Carrefour.com</a> (Chinese)	3 billion (combined with supermarkets)	1989	HM: 67 SM: 246	Island-wide	Direct import; purchase from Taiwan importer
Taiwan Fresh Supermarket <a href="http://Supermarket.com">Supermarket.com</a> (Chinese)	637 thousand	1975	48	Central and Southern Taiwan	Purchase from Taiwan importer

Other than the above major supermarket chains, there are also high-end supermarket stores 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 center of metropolitan districts. 70 percent of the products these stores carry are internationally shipped in. These are the main chains ATO Taipei targets when conducting retail promotions, because they have the widest 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.

<b>Retailer</b>	<b>Year Established</b>	<b>No. of Outlets</b>	<b>Locations</b>	<b>Purchasing Agent Type</b>
Mia C'bon (Formerly Jasons Market Place) <a href="http://Miacbon.com">Miacbon.com</a> (English)	2003	22	Nationwide	Direct import; purchase from Taiwan importer
Beautiful Market <a href="http://online.skm.com.tw">online.skm.com.tw</a> (Chinese)	2015	12	Nationwide	Purchase from Taiwan importer
City Super <a href="http://citysuper.com.tw">citysuper.com.tw</a> (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	1,280	USA 637 (50%)	Australia 214 (17%)	637 (50%)
Dairy	1,090	New Zealand 434 (40%)	USA 113 (10%)	113 (10%)
Fresh fruit	727	USA 216 (30%)	New Zealand 188 (26%)	216 (30%)
Wine	300	France 164 (55%)	USA 27 (9%)	27 (9%)
Pet food	264	Thailand 87 (33%)	USA 48 (18%)	48 (18%)

### Section 4: Best Product Prospects

#### Top Consumer-Oriented Products Imported from the World

Product Category	2023 Imports from the World (U.S. \$ million)
Beef	1,280
Dairy	1,090
Distilled spirits	920
Soup and food prep	807
Fresh fruit	728

#### Top Consumer-Oriented Products Imported from the United States

Product Category	2023 Imports from the US (U.S. \$ million)
Beef	637
Poultry	330
Soup and food prep	255
Fresh fruit	216
Dairy	113



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

<b>Product Category (HS Code)</b>	<b>2023 Imports from the US</b>	<b>2023 Total Imports</b>	<b>Key Constraints for Market Development</b>	<b>Market Attractiveness for U.S. Exporters</b>
Cheese (0406): cheddar, mozzarella, cream cheese, string cheese	\$37	\$188	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	\$58	\$114	Price competition from Australia and Iran	Health-conscious market with versatile applications in snacks, beverages, and baked goods
Pork (0203)	\$39	\$330	Local and political perception that U.S. pork contains ractopamine	Strong market demand for intestines and other edible parts
Seafood (03)	\$45	\$1,904	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)**

<b>Product Category (HS Code)</b>	<b>2023 Imports from the US</b>	<b>2023 Total Imports</b>	<b>Key Constraints for Market Development</b>	<b>Market Attractiveness for U.S. Exporters</b>
Frozen Fruit (081190): berries	\$1.0	\$13	Lack of awareness of U.S. suppliers	Growing demand from consumers
Whey Protein Concentrate (350290)	\$2.4	\$4	Lack of awareness about product specs and applications	Aging population demands added nutritional value
Concentrated Fruit Juice (2106907000)	\$0.1	\$2.5	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)	2023 Total Imports	Current Exporters	Key Constraints for Market Access	Market Attractiveness for U.S. Exporters
Fresh Ginseng (12112040)	\$8.3	Canada China	Certain MRLs have not been registered	Aging population is attracted to traditional medicine

## Section 5: Key Contacts and Further Information

Name	Official Website
Taiwan Ministry of Agriculture	<a href="https://eng.moa.gov.tw/">https://eng.moa.gov.tw/</a>
Taiwan Food and Drug Administration	<a href="https://www.fda.gov.tw/ENG/index.aspx">https://www.fda.gov.tw/ENG/index.aspx</a>
Taiwan Food Industry Development Association	<a href="http://www.tfida.org.tw/">http://www.tfida.org.tw/</a>
Food Association of Taiwan	<a href="http://www.foodtw.org.tw/">http://www.foodtw.org.tw/</a>
Taiwan Quality Food Association	<a href="https://www.tqf.org.tw/en">https://www.tqf.org.tw/en</a>
Taiwan Beverages Industry Association	<a href="http://www.bia.org.tw/zh-tw/a1-10647/English.html">http://www.bia.org.tw/zh-tw/a1-10647/English.html</a>
Food Industry Research and Development Institute	<a href="https://www.firdi.org.tw/En_Firdi_Index.ASPX">https://www.firdi.org.tw/En_Firdi_Index.ASPX</a>

Please contact FAS offices for questions and assistance.

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

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Fax: (011-886-2)2162-2316  
Email-FAS: [agtaipei@usda.gov](mailto: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