

Voluntary Report – Voluntary - Public Distribution

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Report Name: Growing demand in Taiwan Brews Opportunities for US
Coffee

Country: Taiwan

Post: Taipei ATO

Report Category: Beverages, Coffee

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Report Highlights:

Taiwan is the United States' sixth largest export market for food and agricultural products. With the highest GDP per capita in Eastern Asia, the island imported over US \$30 million of coffee from the US in 2021. Taiwan has a high density of coffee shops providing everything from convenience store drip to high end specialty coffee. Consumers increasingly treat their coffee as an enjoyable experience rather than a simple drink. Unique flavors, environmental attributes, and small quantities are more important factors towards making purchase decisions, making U.S. coffee a perfect match for the market, particularly unroasted beans from Hawaii.

Market Overview

According to the International Monetary Fund (IMF), Taiwan’s GDP per capita is poised to surpass Korea and Japan, making it the highest earning country in Eastern Asia. Despite the pandemic, the Taiwan economy continues to boom, and its consumers’ demand for high-end food and agricultural products grow. According to the International Coffee Organization, Taiwanese consume 2.85 billion cups of coffee per year, or 204 cups per person. The market is deep in the third-wave coffee phase, meaning the consumers are no longer satisfied by quick but low-quality coffee, such as instant coffee, nor commercialized coffee, such as chain coffee brands. Rather, coffee has become more an experience than a simple drink on the go. Consumers are paying attention to the planting, picking, storing, and roasting of the beans. Varieties, origins, environment, and stories behind the farms are factors affecting consumer decisions. Third-wave coffee stores roast their own beans, which usually feature qualities including unique flavor, small-batch, environmentally friendly, fair trade, single origin and more.

Taiwan GDP Per Capita		
Year	US \$	Difference (%)
2022 (estimate)	35,510	+7.15
2021	33,140	+16.69
2020	28,400	+9.65
2019	25,900	-

Source: IMF

Retail Research

Taiwan consumers have extremely easy access to coffee. In 2021, there were more than 3,000 newly registered coffee shops, not including shops that registered as eateries for tax purposes. Specialty coffee is also provided in convenience stores and chain coffee stores. Below, please see coffee store counts in Taiwan.

Convenience Stores		
Store Name	Number of Stores	Coffee
7-Eleven	6,363	Brand name: City Café Featured beans: Ethiopian Geisha Heirloom, CQI grade 80+
Family Mart	3,939	Brand name: Let’s Café Featured beans: Guatemala Huehuetenango, Rwanda Red Bourbon, Brazil Rose Diamond, Indonesia Baba Budan, Brazil Green Emerald Peaberry, Colombia Huila, Uganda Mountain of the Moon
Hi-Life	1,453	Brand name: Hi Café Blends beans from Brazil, Colombia, Guatemala, Ethiopia, and Indonesia
OK Mart	782	Brand name: OK Café

		Featured beans: Brazil Ipanema
Major Coffee Store Chains		
Louisa	524	Featured beans: Ethiopia Yirgachefe Kochere, Sumatra Mandheling Gayo Mountain, Colombia Huila
Starbucks	464	Sources and blends beans from Latin America, Africa, and Asia
85°C	431	Featured beans: Guatemala Highland Huehue and New Oriente Arabica
Cama	155	Featured beans: Ethiopia Pomona, Floral Yirgacheffe, and Brazil Golden Mandheling
HWC	70	HWC's import company Black Gold imports green beans from Hawaii, Central America, South America, Africa, and Asia. It also owns coffee process facilities in Costa Rica. Featured beans: Brazil Ipanema, Ethiopia Yirgachefe and Sidamo, Guatemala Antigua and Huehuetenango, Indonesia Sumatera Mandheling, Panama Grand Cru
Mr. Brown	18	Owned by King Car Group , a major beverage group listed in Taiwan with US\$128m registered capital. Featured beans: Colombia Narino, Ethiopia Guji Anasora, Nicaragua Matagalpa, El Salvador Finca Santa Elena, Clydesdale Jamaica Blue Mountain

Trade Data

Taiwan imports unroasted coffee beans mostly from Central and South America while importing the most roasted beans from the US. Total import value shows a steady growth in the past three years.

Unroasted Coffee Importation (HS Code 090111, 090112)			
Year	Import Value from USA (US \$)	Total Value (US \$)	Top 5 Countries (%)
2021	168,000	139,751,000	1. Ethiopia: 17.52 2. Brazil: 17.26 3. Colombia: 16.54 4. Guatemala 11.22 5. Indonesia: 10.08
2020	24,000	132,948,000	1. Ethiopia: 17.76 2. Colombia: 15.95 3. Brazil: 15.29 4. Indonesia: 12.26 5. Guatemala: 11.28
2019	24,000	112,107,000	1. Brazil: 18.32 2. Ethiopia: 15.41 3. Indonesia: 14.44 4. Colombia: 12.61

		5. Guatemala: 9.78	
Roasted Coffee Importation (HS Code 090121, 090122)			
Year	Import Value from USA (US \$)	Total Value (US \$)	Top 5 Countries (%)
2021	30,375,000	66,791,000	1. USA: 45.48 2. Japan: 15.57 3. Malaysia: 9.68 4. Italy: 9.42 5. Switzerland: 8.31
2020	36,917,000	66,968,000	1. USA: 55.13 2. Japan: 11.65 3. Malaysia: 11.36 4. Italy: 8.55 5. Switzerland: 5.14
2019	31,901,000	68,007,000	1. USA: 46.91 2. Japan: 18.07 3. Malaysia: 13.82 4. Italy: 8.79 5. Switzerland: 4.56

Source: Taiwan Council of Agriculture

Market Trends

【每月3包 新鮮配送】單一產區 精品咖啡豆



- 每月一包 · 經典個人獨享
- 嚴選單品咖啡 · 源自三大產區
- 每月新鮮現烘直送到家

期數 3期 6期 12期

數量 ※請再選2包

規格

Besides getting a quick cup from a shop, Taiwanese consumers also enjoy brewing their own coffee at home. Louisa and Cama both provide monthly coffee bean subscription services with quarter-pound, half-pound, and one-pound options for customers to try out different flavors. For people without a grinder, drip bags are also popular and are common in workplaces.

Image: Cama's coffee subscription: three different coffees from Guatemala, Ethiopia, and Colombia

Tariffs and Regulations

No tariff is imposed on unroasted or roasted coffees imported from the US into Taiwan.

For roasted coffee, importers shall apply for inspection from the Food and Drug Administration, Ministry of Health and Welfare.

For unroasted coffee, besides applying for Food and Drug inspection, importers shall also apply for inspection from the Bureau of Animal and Plant Health Inspection and Quarantine Council of Agriculture, Executive Yuan.

Suggestions for U.S. Coffee Producers

While other US states roast coffee, Hawaii is the only state in the US that produces green coffee beans. It is one of the most iconic agricultural products from the islands, known for its gourmet flavor and high-end quality. It is also known for its small production size with approximately 2.3 million kilograms of green bean produced per year, which is less than one percent of all coffee grown in the world. These qualities match well with what Taiwanese consumers look for when purchasing coffee - small batch production, unique flavors, and farm stories. Combined with the rising GDP per capita in the market, ATO-Taipei believes Taiwan is full of opportunities for Hawaii coffee.

ATO-Taipei encourages U.S. coffee producers and exporters to consider exhibiting in the [Taiwan International Coffee Show](#), the biggest coffee show in the country. It is organized by the Taiwan Coffee Association, a King Car Group affiliated organization dedicated to promoting coffee trade and culture. Held annually in November, the show has exhibitors from the US, Taiwan, Indonesia, India, Brazil, Peru, Guatemala, Honduras, El Salvador, and visitors from the US, China, Malaysia, Japan, Canada, the Philippines, Singapore, Indonesia, and Vietnam.

Hawaii coffee producers are encouraged to work with the [Hawaii Coffee Association](#) and the [Synergistic Hawaii Agriculture Council](#) to take advantage of their marketing resources and promotion support in Taiwan.

Contact Agricultural Trade Office Taipei



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Attachments:

No Attachments.