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**Report Highlights:**

Retail food outlets in Taiwan are comprised of convenience stores, supermarkets, and hypermarkets, which generated \$32.8 billion worth of sales in 2022, a 4.57 percent growth from 2021. The United States continues to be the leading supplier of consumer-oriented food and agricultural products to Taiwan with popular products such as beef, food preparation, and fresh fruit taking over more than 20 percent of total market share. Moving into its post-COVID era, convenience store sales are bouncing back while e-retail sales continue to grow.

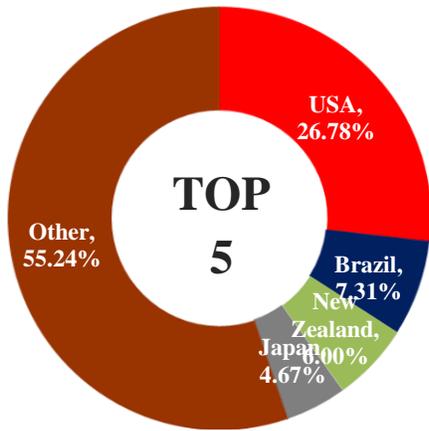
# TAIWAN FACT SHEET

## Executive Summary

Though it only has a population of 23.4 million, Taiwan is the United States' sixth largest trading partner in agricultural goods and fifth largest overall U.S. trading partner. In 2022, the US exported \$4.4 billion in agricultural and related products to Taiwan, which accounted for 26.78 percent of the island's total import market, making the United States the leading foreign supplier.

## Imports of Consumer-Oriented Products

In 2022, Taiwan imported \$2.2 billion consumer-oriented agricultural products from the US, which grew a whopping 14.65 percent from last year. Highest categories include beef, fruit, poultry, dairy and non-alcoholic beverages.



## Food Processing Industry

The food processing industry is composed of 7,601 manufacturers that produced almost \$22 billion of processed food and beverages in 2022. This production accounts for approximately 4.3 percent of the total manufacturing value of Taiwan. Consumers' preference for convenience and a growing interest in food health and safety have influenced the industry to develop easy-to-prepare meals, healthier options, clean labels, and other initiatives.

## Food Retail Industry

Taiwan's food and beverage retail sales reached \$9.9 billion in 2022, which decreased 0.3 percent from last year. Taiwan has the second highest density of convenience stores with over 10,000 stores island wide. E-retail is also booming with supermarkets collaborating with food delivery services such as UberEats to deliver fresh food and agricultural products.

## Food Service Industry

2022 foodservice revenue in Taiwan grew 2.5 percent to \$28.5 billion after the dine-in ban was lifted in December 2021.

## QUICK FACTS

### 2022 Consumer-Oriented Products Imported from U.S.

\$2.2 billion

### Products with Potential Growth in Host Market

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

### 2022 Food Industry by Channel (Billions USD)

Food and Agricultural Imports	\$8.8
Food and Agricultural Exports	\$3.7
Food Industry Output	\$22.7
Retail	\$9.9
Food Service	\$28.5

Population (millions): 23.4

GDP (Billions USD): 774.7

GDP Per Capita (USD): 33,004

2022 Real GDP Growth: 15.8%

Exchange rate: 1 USD = 30.38

Source: Department of Statistics, Taiwan Ministry of Economic Affairs

## SWOT

Strength	Weakness
America is the market leader in consumer-oriented products, which continue to show robust growth.	Many U.S. companies are unwilling to provide low volume, consolidated shipments of high-value products.
Opportunity	Threat
There is increasing growth of fast-food chains and casual dining restaurants, boosting consumption of food ingredients.	The low-tariff advantage from those competitors signing potential FTAs with Taiwan could dampen importers' interest in purchasing U.S. products in the future.

## SECTION I. MARKET SUMMARY

### Taiwan Retail Sector Overview and Sales Trends

Sales generated by Taiwan's retail outlets, including supermarkets, convenience stores, hypermarkets, and others totaled \$32.8 billion in 2022, an increase of 5.1 percent from 2021 sales of \$31.3 billion. Convenience store sales experienced the strongest annual growth out of all other retailers at 5.7 percent due to most companies ended their teleworking policy.

#### Annual Sales of Convenience Stores/Hypermarket/ Supermarkets/Others

	2020 (U.S.\$ billion)	2021 (U.S.\$ billion)	2022 (U.S.\$ billion)	2022 (Growth Rate)
Supermarkets	7.5	8.1	8.3	2.66%
Convenience Stores	11.8	11.8	12.4	5.71%
Hypermarkets	7.5	7.9	8.1	2.11%
Others	3.9	3.5	4.0	16.24%
Total	30.7	31.3	32.8	4.57%

*Source: Ministry of Economic Affairs, Department of Statistics*

A lot of physical food and beverage sales were transferred to e-retail during the start of the pandemic, and even though Taiwan is now in its post-COVID era, Taiwan consumers has continued to shop online for their shelf stable food and beverages because of the convenience they experienced. Description services such as meal boxes are also popular.

#### Annual Sales of Food and Beverages in E-Retail

2020 (U.S.\$ million)	2021 (U.S.\$ million)	2022 (U.S.\$ million)	2022 (Growth Rate)
342.8	494.4	521.0	5.38%

*Source: Ministry of Economic Affairs, Department of Statistics*

According to the Ministry of Economic Affairs, Taiwan’s food and beverage industry generated \$51.70 billion of sales in 2022, which grew 5.96 percent from \$48.79 billion in 2021. Within that figure, the retail sector generated \$9.8 billion, which grew 5.38 percent from \$9.3 billion in 2021. This shows demands for food and beverage products in Taiwan remain strong.

### COVID-19 Impacts on Taiwan Economy and Retail Sector

In the beginning of 2022, COVID vaccines arrived in Taiwan and were quickly administered. In the second quarter, cases surged from hundreds per day to tens of thousands after the central government deliberately decided to end Taiwan’s Zero Covid strategy and slowly reopened the border. Due to Taiwan’s high rate of vaccination, the vast majority of cases were mild, and Taiwan’s health care system was not overwhelmed. The pandemic alert level stayed at level two, meaning people were free to carry on their day-to-day lives as long as the mask mandate was followed, so most of the population was back to their workplace, bringing businesses back to convenience 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 highly price-sensitive in general and offering competitive pricing and differential products remains 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/consumer preferences.
The popularity of American holidays and culture/lifestyle leads to 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/end users.
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 America is a leader in food brands that set trends.	Competition from agricultural and food exporters from countries with an FTA with Taiwan.
Increasing growth of fast food chains and casual dining restaurants is a key to industry growth.	Numerous food regulations and standards are not in line with U.S. or international standards.

## SECTION II. ROAD MAP FOR MARKET ENTRY

Taiwan consumers are social media savvy and seek out new opportunities, experiences, and products to share on platforms such as LINE, Instagram, and Facebook. Social media promotions can be an incredibly effective way to target, inform, and expand a customer base in Taiwan. ATO Taipei provides direct consumer information and content via our United Tastes in Taiwan Facebook and Instagram accounts.

Small-to-medium sized 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.

State Regional Trade Groups	Website	States
Food Export – Northeast	<a href="https://www.foodexport.org/about/food-export-northeast">https://www.foodexport.org/about/food-export-northeast</a>	Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont
Food Export – Midwest	<a href="https://www.foodexport.org/about/food-export-midwest">https://www.foodexport.org/about/food-export-midwest</a>	Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin
Southern U.S. Trade Association (SUSTA)	<a href="https://www.susta.org/">https://www.susta.org/</a>	Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Puerto Rico, Virginia, West Virginia
Western U.S. Agricultural Trade Association (WUSATA)	<a href="https://www.wusata.org/">https://www.wusata.org/</a>	Alaska, Arizona, American Samoa, California, Colorado, Guam, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming

Additionally, trade shows are excellent venues for U.S. exporters to make contacts with potential business partners, conduct product introductions, 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; in 2023 from June 14-17.

## SECTION III. COMPETITION

### 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. Even Google Taiwan revealed that in 2022, the most viewed location on Google May in Taiwan was a convenience store.

Retailers are constantly opening new stores with the total store count growing 11 percent from 12,800 stores in 2021 to 13,000 stores in 2022. 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.

#### Major Convenience Stores Profile

Name	2022 Sales (U.S.\$ billion)	Year Established	No. of Outlets (2022)	Locations	Purchasing Agent Type
7-Eleven <a href="#">7-11.com (English)</a>	9.5	1978	6,712	Nationwide	Direct, importer, wholesaler, agent
Family Mart <a href="#">Family.com (English)</a>	3.0	1988	4,164	Nationwide	Direct, importer, wholesaler, agent
Hi-Life <a href="#">Hilife.com (English)</a>	0.8	1989	1,542	Nationwide	Direct, importer, wholesaler, agent
OK Mart <a href="#">OKmart.com (Chinese)</a>	0.3	1988	850	Nationwide	Direct, importer, wholesaler, agent

## Hypermarkets

In terms of sales generated, foreign operator Costco dominates the Taiwan market. Their Taiwan stores are some of the highest performing stores in the world, showing how impressive Taiwan consumer buying powers are. In 2023, the biggest retail conglomerate Uni President, who owns the 7-Eleven brand, acquired Carrefour from the French group, which means it now operates more than 6,500 7-Eleven convenience stores, 68 Carrefour hypermarket stores, 246 Carrefour supermarket stores, and 22 high-end supermarket stores call Mia C'bon. At the same time, PX Mart supermarket acquired RT-Mart hypermarket (21 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 carry products mainly from Taiwan.

### Major Hypermarket Company Profile

Retailer	2022 Sales (U.S.\$ billion)	Year Established	No. of Outlets (2022)	Locations	Purchasing Agent Type
Costco <a href="#">Costco.com</a> (English)	4.9	1997	14	Island-wide	Direct, importer, wholesaler, agent
Carrefour <a href="#">Carrefour.com</a> (Chinese)	2.9	1989	HM: 68 SM: 246	Island-wide	Direct, importer, wholesaler, agent
A-Mart <a href="#">Fe-amart.com</a> (Chinese)	0.7	1990	15	Island-wide	Direct, importer, wholesaler, agent
RT Mart <a href="#">RT-Mart.com</a> (Chinese)	0.8	1996	21	Island-wide	Direct, importer, wholesaler, agent

## Supermarkets

PX Mart dominates the supermarket market share in Taiwan with over a thousand locations locally. 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 out of all the other competitors, including organic produce and plant-based protein. Meanwhile, Simple Mart is taking a different approach and opening new shops in residential areas to better cater to local communities. Taiwan Fresh operates in middle Taiwan only.

### Major Supermarket Store Profile

Retailer Name	2022 Sales (U.S.\$ billion)	Year Established	No. of Outlets (2022)	Locations	Purchasing Agent Type
PX Mart <a href="http://PXmart.com">PXmart.com</a> (Chinese)	5.4	1997	SM: 1,145	Nationwide	Direct, importer, wholesaler, agent
Simple Mart <a href="http://Simplemart.com">Simplemart.com</a> (Chinese)	0.5	1997	813	Nationwide	Direct, importer, wholesaler
Taiwan Fresh Supermarket <a href="http://Supermarket.com">Supermarket.com</a> (Chinese)	0.2	1975	50	Central Taiwan	Direct, importer, wholesaler, agent
Mia C'bon (Formerly Jasons Market Place) <a href="http://Miacbon.com">Miacbon.com</a> (English)	-	2022	22	Nationwide	Direct, importer, wholesaler, agent

Other than the major supermarket chains, there are also high-end supermarket stores such as CitySuper (8 stores) and Breeze Super (3 stores) that exclusively operate in department stores. These supermarkets provide exotic and foreign products, 80 percent of them imported, to consumers who are willing to pay premium prices.

**E-retail**

Taiwan’s e-retail continue to flourish in 2022. 7-Eleven and Carrefour run e-retail websites while A-Mart teamed up with the popular online shopping platform Shoppee to deliver groceries. The two biggest e-retailers in the market are PChome and Momo, which offer a wide selection of products, exclusive deals, coupon codes, credit discounts, and free shipping. Although e-retail is steadily growing over the years, sales figures show that its performance does slowly return to normal at low points of the pandemic.

**Major E-retail Profile**

Retailer Name	2022 Sales (U.S.\$ billion)	Year Established	Purchasing Agent Type
Momo Shop <a href="http://Momoshop.com">Momoshop.com</a> (Chinese)	3.4	2004	Direct, importer, wholesaler
PChome <a href="http://Shopping.pchome.com">Shopping.pchome.com</a> (Chinese)	1.5	2008	Direct, importer, wholesaler

## Top Taiwan Imports of Consumer-Oriented Products and Competition – 2022

(Amount in U.S. \$ million, Market share in %)

Product Category	Gross Imports	1st Supplier	2nd Supplier	USA
Consumer oriented total	9,193	USA 2,216 (24%)	New Zealand 954 (10%)	2,216 (24%)
Beef	1,451	USA 786 (54%)	Australia 216 (15%)	786 (54%)
Dairy	1,126	New Zealand 473 (42%)	USA 130 (12%)	130 (12%)
Soup and food preparation	883	USA 333 (38%)	Japan 105 (12%)	333 (38%)
Distilled spirits	730	UK 530 (73%)	France 95 (13%)	7 (1%)
Fresh fruit	764	New Zealand 208 (27%)	USA 199 (26%)	199 (26%)
Processed vegetables	544	Thailand 187 (34%)	USA 92 (17%)	92 (17%)
Bakery goods, cereals, pastas	374	Japan 83 (22%)	South Korea 61 (16%)	22 (6%)
Wine	304	France 148 (49%)	USA 29 (10%)	29 (10%)
Tobacco	86	Germany 34 (40%)	Brazil 16 (18%)	4 (4%)
Pet food	271	Thailand 101 (37%)	USA 50 (18%)	50 (18%)

Source: Trade Data Monitor

## SECTION IV: BEST PRODUCT PROSPECTS

The United States has always been the dominant exporter of retail products to Taiwan. In 2022, Taiwan imported \$2.2 billion worth of U.S. consumer-oriented food and agricultural products, taking 24 percent of the total market share. Following closely is New Zealand, which has a free trade agreement with Taiwan, signed in 2013, that eliminates various food and agricultural product tariffs over a 12-year implementation period.

With their strong purchasing power of over \$32,000 per capita GDP, Taiwan consumers enjoy new and high-quality products, especially those from the United States, Europe, Japan, and South Korea. Social media such as Instagram, TikTok, and YouTube are popular in the market that consumers utilize to follow global trends.

### Fastest Growing Taiwan Imports of Consumer-Oriented Products – 2022

(Amount in U.S.\$ million, Growth rate percent)

Product category	2022 Gross imports (Growth rate from 2021)	2022 Imports from U.S. (Growth rate from 2011)
Beef	1,451 (10%)	786 (25%)
Processed Vegetable	544 (9%)	92 (9%)
Wine	304 (6%)	29 (6%)
Poultry	275 (55%)	263 (67%)
Pet food	271 (20%)	11 (1%)
Coffee	149 (14%)	37 (11%)

## SECTION V. POST CONTACT AND FURTHER INFORMATION

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  
Telephone: (011-886-2)2162-2238  
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  
Fax: (011-886-2)2754-4031  
Email-FAS: [atotapei@usda.gov](mailto:atotapei@usda.gov)

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**Attachments:**

No Attachments