



# Consumer Foodservice in Taiwan

March 2026

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## Consumer Foodservice in Taiwan

### EXECUTIVE SUMMARY

Polarisation trend, as eating out remains central to Taiwanese culture

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Players respond to rapidly evolving demand trends  
String demand for bookings during peak times  
Competition drives innovation as players look to differentiate

#### WHAT'S NEXT?

Positive outlook  
A year of innovation  
Limited focus on sustainability

#### COMPETITIVE LANDSCAPE

7-Eleven works to consolidate its lead  
Lian Fa International Dining Business Corp expands dynamically  
Evolving trends drive innovation

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Independents benefit from flexibility  
Automation addresses labour shortages and provides consistency

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## Cafés/Bars in Taiwan

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#### 2025 DEVELOPMENTS

A mixed performance

#### INDUSTRY PERFORMANCE

Gen Z has not returned to bars since COVID-19

Specialist coffee and tea shops sees strongest growth

Open air bars changing night life

#### WHAT'S NEXT?

Focus on creativity and innovation

Expanding food offer in specialist coffee and tea shops

Further development of hybrid concepts

#### COMPETITIVE LANDSCAPE

Starbucks stays out in front

Come True Coffee International appeals to young people and office workers

Independents seek to adapt to evolving trends and stand out via innovation

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[Full-Service Restaurants in Taiwan](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Changing environment for full-service restaurants

#### INDUSTRY PERFORMANCE

Polarisation

Strong growth for Asian full-service restaurants

Changing attitudes to fine dining

#### WHAT'S NEXT?

Labour shortages exerting a notable influence on strategies

Diversifying the offer

Optimising non-peak periods

#### COMPETITIVE LANDSCAPE

Din Tai Fung is the leading brand

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## Limited-Service Restaurants in Taiwan

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#### INDUSTRY PERFORMANCE

Labour shortages particularly affecting independent players

Nama donut craze hits Taiwan

Growing influence of migrants

#### WHAT'S NEXT?

Ongoing digitalisation

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### Self-Service Cafeterias in Taiwan

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Growing number of operators exploring self-service

##### INDUSTRY PERFORMANCE

Full-service restaurant players offer self-service options

Strong growth from independents

Convenience stores provide strong competition

##### WHAT'S NEXT?

Further premiumisation

Demographic trends influencing category development

Consumers seeking differentiation

##### COMPETITIVE LANDSCAPE

Eat Together Corp holds top spot

Intensifying competition

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### Street Stalls/Kiosks in Taiwan

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Popularity of night markets drives growth

##### INDUSTRY PERFORMANCE

Growing interest in night markets supported by social media

Independents offer authentic street food experiences

Rapid turnover of trends in hand-shaken drinks

##### WHAT'S NEXT?

Further promotion of night markets and street food  
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[Consumer Foodservice By Location in Taiwan](#)

#### KEY DATA FINDINGS

##### 2025 DEVELOPMENTS

Lodging taps into self-service buffet trend

#### INDUSTRY PERFORMANCE

Lodging taps into buffet trend  
Travel influences consumer expectations  
Ongoing polarisation

#### WHAT'S NEXT?

Positive outlook for consumer foodservice through retail  
Government and influencers boost interest in local cuisine  
Automation to address labour shortages

#### COMPETITIVE LANDSCAPE

7-Eleven upgrades and diversifies offer  
McDonald's offers menu innovations, including localised flavours

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