



Euromonitor
International

Retail in Taiwan

March 2025

Table of Contents

EXECUTIVE SUMMARY

Retail in 2024: The big picture

Competitive landscape in Taiwan: Key players and trends

Innovative business models in retail strengthen brand competitiveness

What next for retail?

OPERATING ENVIRONMENT

Informal retail

Opening hours for physical retail

Summary 1 - Standard Opening Hours by Channel Type 2024

Seasonality

Lunar New Year

End of Year Cleaning

Double 11 Shopping Day

MARKET DATA

Table 1 - Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2019-2024

Table 2 - Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2019-2024

Table 3 - Sales in Retail Offline by Channel: Value 2019-2024

Table 4 - Sales in Retail Offline by Channel: % Value Growth 2019-2024

Table 5 - Retail Offline Outlets by Channel: Units 2019-2024

Table 6 - Retail Offline Outlets by Channel: % Unit Growth 2019-2024

Table 7 - Sales in Retail E-Commerce by Product: Value 2019-2024

Table 8 - Sales in Retail E-Commerce by Product: % Value Growth 2019-2024

Table 9 - Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 10 - Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 11 - Sales in Grocery Retailers by Channel: Value 2019-2024

Table 12 - Sales in Grocery Retailers by Channel: % Value Growth 2019-2024

Table 13 - Grocery Retailers Outlets by Channel: Units 2019-2024

Table 14 - Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 15 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 16 - Non-Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 17 - Sales in Non-Grocery Retailers by Channel: Value 2019-2024

Table 18 - Sales in Non-Grocery Retailers by Channel: % Value Growth 2019-2024

Table 19 - Non-Grocery Retailers Outlets by Channel: Units 2019-2024

Table 20 - Non-Grocery Retailers Outlets by Channel: % Unit Growth 2019-2024

Table 21 - Retail GBO Company Shares: % Value 2020-2024

Table 22 - Retail GBN Brand Shares: % Value 2021-2024

Table 23 - Retail Offline GBO Company Shares: % Value 2020-2024

Table 24 - Retail Offline GBN Brand Shares: % Value 2021-2024

Table 25 - Retail Offline LBN Brand Shares: Outlets 2021-2024

Table 26 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 27 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 28 - Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 29 - Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 30 - Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 31 - Non-Grocery Retailers GBO Company Shares: % Value 2020-2024

Table 32 - Non-Grocery Retailers GBN Brand Shares: % Value 2021-2024

Table 33 - Non-Grocery Retailers LBN Brand Shares: Outlets 2021-2024

Table 34 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: Value 2024-2029

Table 35 - Forecast Sales in Retail by Retail Offline vs Retail E-Commerce: % Value Growth 2024-2029

Table 36 - Forecast Sales in Retail Offline by Channel: Value 2024-2029

Table 37 - Forecast Sales in Retail Offline by Channel: % Value Growth 2024-2029

Table 38 - Forecast Retail Offline Outlets by Channel: Units 2024-2029

Table 39 - Forecast Retail Offline Outlets by Channel: % Unit Growth 2024-2029

Table 40 - Forecast Sales in Retail E-Commerce by Product: Value 2024-2029

Table 41 - Forecast Sales in Retail E-Commerce by Product: % Value Growth 2024-2029

Table 42 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 43 - Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 44 - Forecast Sales in Grocery Retailers by Channel: Value 2024-2029

Table 45 - Forecast Sales in Grocery Retailers by Channel: % Value Growth 2024-2029

Table 46 - Forecast Grocery Retailers Outlets by Channel: Units 2024-2029

Table 47 - Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

Table 48 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 49 - Non-Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 50 - Forecast Sales in Non-Grocery Retailers by Channel: Value 2024-2029

Table 51 - Forecast Sales in Non-Grocery Retailers by Channel: % Value Growth 2024-2029

Table 52 - Forecast Non-Grocery Retailers Outlets by Channel: Units 2024-2029

Table 53 - Forecast Non-Grocery Retailers Outlets by Channel: % Unit Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

Convenience Retailers in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shopee redefines convenience with unmanned smart locker stores in Taiwan

Expanding product lines meet consumer demand for quick, diverse food options

7-Eleven and FamilyMart also partner with top restaurants to offer gourmet experiences

PROSPECTS AND OPPORTUNITIES

Declining credit card acceptance in Taiwan's convenience stores, as banks respond to costly payment processing fees

FamilyMart's FamiCollection expands its product range, emphasising quality and local manufacturing

Convenience stores lead in sustainability with green initiatives and responsible consumption programmes

CHANNEL DATA

Table 54 - Convenience Retailers: Value Sales, Outlets and Selling Space 2019-2024

Table 55 - Convenience Retailers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 56 - Sales in Convenience Retailers by Channel: Value 2019-2024

Table 57 - Sales in Convenience Retailers by Channel: % Value Growth 2019-2024

Table 58 - Convenience Retailers GBO Company Shares: % Value 2020-2024

Table 59 - Convenience Retailers GBN Brand Shares: % Value 2021-2024

Table 60 - Convenience Retailers LBN Brand Shares: Outlets 2021-2024

Table 61 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 62 - Convenience Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 63 - Forecast Sales in Convenience Retailers by Channel: Value 2024-2029

Table 64 - Forecast Sales in Convenience Retailers by Channel: % Value Growth 2024-2029

Supermarkets in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supermarkets continue to expand in Taiwan

PX Mart's acquisition of RT-Mart leads Taiwan's supermarkets with strategic collaborations

PX Pay pioneers digital retail transformation and expands internationally

PROSPECTS AND OPPORTUNITIES

The rise of self-checkout systems in Taiwan's supermarkets comes in response to labour shortages

Omnichannel services and strategic acquisitions continue to drive retail growth

Boundaries blur in retail, adapting to shifts and consumer preferences

CHANNEL DATA

Table 65 - Supermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 66 - Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 67 - Supermarkets GBO Company Shares: % Value 2020-2024

Table 68 - Supermarkets GBN Brand Shares: % Value 2021-2024

Table 69 - Supermarkets LBN Brand Shares: Outlets 2021-2024

Table 70 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 71 - Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Hypermarkets in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

RT Mart focuses on online sales and delivery platforms expansion

A.mart expands smaller formats

Carrefour uses an expansion strategy for its hypermarkets

PROSPECTS AND OPPORTUNITIES

The boundaries between convenience stores, supermarkets, and hypermarkets blur

Costco dominates large size format as others shift to smaller formats

Costco set to expand further over the forecast period

CHANNEL DATA

Table 72 - Hypermarkets: Value Sales, Outlets and Selling Space 2019-2024

Table 73 - Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 74 - Hypermarkets GBO Company Shares: % Value 2020-2024

Table 75 - Hypermarkets GBN Brand Shares: % Value 2021-2024

Table 76 - Hypermarkets LBN Brand Shares: Outlets 2021-2024

Table 77 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 78 - Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Small Local Grocers in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Small local grocers focus on curated retail stores in Taiwan's prominent commercial districts

Local small grocers engage with Taiwanese markets to expand consumer reach

Small local grocers leverage online platforms to minimise expenses and expand reach

PROSPECTS AND OPPORTUNITIES

Mall local grocers offer niche products and in-store services to enhance the consumer experience

Sustainability is a key trend shaping the future of local grocers

Cross-industry collaborations become a rising trend for brand synergy

CHANNEL DATA

Table 79 - Small Local Grocers: Value Sales, Outlets and Selling Space 2019-2024

Table 80 - Small Local Grocers: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 81 - Small Local Grocers GBO Company Shares: % Value 2020-2024

Table 82 - Small Local Grocers GBN Brand Shares: % Value 2021-2024

Table 83 - Small Local Grocers LBN Brand Shares: Outlets 2021-2024

Table 84 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 85 - Small Local Grocers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

General Merchandise Stores in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Revitalised consumer spending boosts department store annual sales events

Trendy brands draw more crowds to shop at department stores

Muji's ongoing expansion in diversified product offerings

PROSPECTS AND OPPORTUNITIES

New competitors and expansions across Taiwan for department stores

The emerging trend of community department stores in Taiwan

Embracing digital transformation in the department store industry

CHANNEL DATA

Table 86 - General Merchandise Stores: Value Sales, Outlets and Selling Space 2019-2024

Table 87 - General Merchandise Stores: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 88 - Sales in General Merchandise Stores by Channel: Value 2019-2024

Table 89 - Sales in General Merchandise Stores by Channel: % Value Growth 2019-2024

Table 90 - General Merchandise Stores GBO Company Shares: % Value 2020-2024

Table 91 - General Merchandise Stores GBN Brand Shares: % Value 2021-2024

Table 92 - General Merchandise Stores LBN Brand Shares: Outlets 2021-2024

Table 93 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space 2024-2029

Table 94 - General Merchandise Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Table 95 - Forecast Sales in General Merchandise Stores by Channel: Value 2024-2029

Table 96 - Forecast Sales in General Merchandise Stores by Channel: % Value Growth 2024-2029

Apparel and Footwear Specialists in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Taobao's free shipping in Taiwan is a game changer for online retail dynamics

United Recommend's innovative retail concept merges fashion, dining, and fitness

Taiwan's circular textile initiative pioneers sustainable fashion practices

PROSPECTS AND OPPORTUNITIES

The rise of Threads and Xiaohongshu – new influencers in Taiwan's fashion landscape

E-commerce apparel brands shift to physical stores to attract young shoppers

AI revolutionises fashion, from concept to customisation

CHANNEL DATA

Table 97 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space 2019-2024

Table 98 - Apparel and Footwear Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024

Table 99 - Apparel and Footwear Specialists GBO Company Shares: % Value 2020-2024
Table 100 - Apparel and Footwear Specialists GBN Brand Shares: % Value 2021-2024
Table 101 - Apparel and Footwear Specialists LBN Brand Shares: Outlets 2021-2024
Table 102 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 103 - Apparel and Footwear Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Appliances and Electronics Specialists in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

The evolution of electronics retail in Taiwan, with online and offline competition
The rise of KOL group buying for white label home appliances
A growing market for second-hand electronics in Taiwan

PROSPECTS AND OPPORTUNITIES

The rise of smart home technology in Taiwan presents a trend towards convenience and control
Design-driven choices – the rising importance of aesthetics in home appliances
Livestreaming will continue to be a key strategy

CHANNEL DATA

Table 104 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 105 - Appliances and Electronics Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 106 - Appliances and Electronics Specialists GBO Company Shares: % Value 2020-2024
Table 107 - Appliances and Electronics Specialists GBN Brand Shares: % Value 2021-2024
Table 108 - Appliances and Electronics Specialists LBN Brand Shares: Outlets 2021-2024
Table 109 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 110 - Appliances and Electronics Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029

Home Products Specialists in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

The rising influence of social media on home décor trends in Taiwan
Home products brands seek growth in Taiwan's emerging city markets
Taiwan's growing demand for vintage designer furniture

PROSPECTS AND OPPORTUNITIES

The importance of omnichannel strategies for home products
The rise of artisan brands in the home décor market
Retailers continue to adapt to changing environments

CHANNEL DATA

Table 111 - Home Products Specialists: Value Sales, Outlets and Selling Space 2019-2024
Table 112 - Home Products Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
Table 113 - Sales in Home Products Specialists by Channel: Value 2019-2024
Table 114 - Sales in Home Products Specialists by Channel: % Value Growth 2019-2024
Table 115 - Home Products Specialists GBO Company Shares: % Value 2020-2024
Table 116 - Home Products Specialists GBN Brand Shares: % Value 2021-2024
Table 117 - Home Products Specialists LBN Brand Shares: Outlets 2021-2024
Table 118 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
Table 119 - Home Products Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
Table 120 - Forecast Sales in Home Products Specialists by Channel: Value 2024-2029

Table 121 - Forecast Sales in Home Products Specialists by Channel: % Value Growth 2024-2029

Health and Beauty Specialists in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Luxury beauty brands make their mark in Taiwan
- Rising influence of Japanese drugstore chains in Taiwan
- Leveraging KOLs for group buying, especially for emerging brands

PROSPECTS AND OPPORTUNITIES

- Local skincare brands in Taiwan gain popularity
- Growing demand for post-aesthetic treatment skincare products
- Growing influence of niche KOLs and ordinary consumers in Taiwan's social media landscape

CHANNEL DATA

- Table 122 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space 2019-2024
- Table 123 - Health and Beauty Specialists: Value Sales, Outlets and Selling Space: % Growth 2019-2024
- Table 124 - Sales in Health and Beauty Specialists by Channel: Value 2019-2024
- Table 125 - Sales in Health and Beauty Specialists by Channel: % Value Growth 2019-2024
- Table 126 - Health and Beauty Specialists GBO Company Shares: % Value 2020-2024
- Table 127 - Health and Beauty Specialists GBN Brand Shares: % Value 2021-2024
- Table 128 - Health and Beauty Specialists LBN Brand Shares: Outlets 2021-2024
- Table 129 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space 2024-2029
- Table 130 - Health and Beauty Specialists Forecasts: Value Sales, Outlets and Selling Space: % Growth 2024-2029
- Table 131 - Forecast Sales in Health and Beauty Specialists by Channel: Value 2024-2029
- Table 132 - Forecast Sales in Health and Beauty Specialists by Channel: % Value Growth 2024-2029

Vending in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- The rise of smart vending machines helps to support sales
- Vending machines continue to evolve with more diverse offerings
- Converge Smart Vending Machines enters into partnerships to expand its offer

PROSPECTS AND OPPORTUNITIES

- The rise of automated vending with ramen and beverage machines
- The future of vending machines lies in enhancing customer experience through innovation
- Sustainability seen in vending through energy efficient machines

CHANNEL DATA

- Table 133 - Vending by Product: Value 2019-2024
- Table 134 - Vending by Product: % Value Growth 2019-2024
- Table 135 - Vending GBO Company Shares: % Value 2020-2024
- Table 136 - Vending GBN Brand Shares: % Value 2021-2024
- Table 137 - Vending Forecasts by Product: Value 2024-2029
- Table 138 - Vending Forecasts by Product: % Value Growth 2024-2029

Direct Selling in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Digital transformation in Taiwan's direct sales industry is seen with Amway and Nu Skin's innovative strategies

A fairly fragmented category with a strong focus on health and wellbeing

Nu Skin's commitment to sustainability seen with steps towards eco-friendly products

PROSPECTS AND OPPORTUNITIES

Strengthening consumer loyalty in the direct selling arena

The evolving role of direct sellers in Taiwan

Sustainability and health and wellbeing will continue to be key trends

CHANNEL DATA

Table 139 - Direct Selling by Product: Value 2019-2024

Table 140 - Direct Selling by Product: % Value Growth 2019-2024

Table 141 - Direct Selling GBO Company Shares: % Value 2020-2024

Table 142 - Direct Selling GBN Brand Shares: % Value 2021-2024

Table 143 - Direct Selling Forecasts by Product: Value 2024-2029

Table 144 - Direct Selling Forecasts by Product: % Value Growth 2024-2029

Retail E-Commerce in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

E-commerce sees the impact of free shipping policies on cross-border sales

Momo's strategy to enhance sales through live shopping integration

Shopee's commitment to streamlining the online shopping experience

PROSPECTS AND OPPORTUNITIES

Future trends in e-commerce embracing omnichannel strategies and marketing technology

Uni-President's strategic acquisition of PChome captures attention

Key strategies for e-commerce success by accelerating delivery

CHANNEL DATA

Table 145 - Retail E-Commerce by Channel: Value 2019-2024

Table 146 - Retail E-Commerce by Channel: % Value Growth 2019-2024

Table 147 - Retail E-Commerce by Product: Value 2019-2024

Table 148 - Retail E-Commerce by Product: % Value Growth 2019-2024

Table 149 - Retail E-Commerce GBO Company Shares: % Value 2020-2024

Table 150 - Retail E-Commerce GBN Brand Shares: % Value 2021-2024

Table 151 - Forecast Retail E-Commerce by Channel: Value 2024-2029

Table 152 - Forecast Retail E-Commerce by Channel: % Value Growth 2024-2029

Table 153 - Forecast Retail E-Commerce by Product: Value 2024-2029

Table 154 - Forecast Retail E-Commerce by Product: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/retail-in-taiwan/report.