



Consumer Lifestyles in Taiwan

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Taiwan 2025

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents feel concerned that the cost of everyday items is going up

All generations prioritise time for themselves

Consumers feel it is important to experience cultures other than their own

Older generations value real world experiences

Younger generations believe they will be happier in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Hobbies: Most popular among Gen Z as a home activity

Consumers enjoy shopping as a leisure activity

Energy efficiency: Most desired home feature by Baby Boomers

Proximity to public transport: Most desired neighbourhood feature for older generations

Taiwanese consumers seek a safe destination when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Younger generations are actively monitoring what they eat

Gen Z most likely to order for delivery based on convenience

Gen X typically eat snacks at home

Older generations more likely to be vegetarian

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Employee health and safety remains a top work priority amongst all generations

Consumers desire to have a job that allows for a strong work-life balance

Gen X want a sense of security in their careers

Consumers in Taiwan expect to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Consumers in Taiwan participate in walking or hiking

Millennials place highest importance on massage as a stress-reduction activity

Respondents think health and nutritional properties is the most influential product feature

Many Millennials own fitness wearables

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

Older generations like to visit shopping malls

Baby Boomers look for personalised shopping experiences

Gen X most likely to repair items instead of buying new models
Consumers in Taiwan often sell used or second-hand items
Younger generations often engage with customer support agents via social media channels
Consumers in Taiwan highly trust friends and family recommendations
Consumers in Taiwan expect to spend more on health and wellness
Millennials are concerned about their current monetary status
Shopping and spending survey highlights

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