



# Cafés/Bars in Taiwan

March 2026

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## Cafés/Bars in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 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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## Consumer Foodservice in Taiwan - Industry Overview

### 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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