



# Breakfast Cereals in Taiwan

February 2026

Table of Contents

## Breakfast Cereals in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Positive growth for breakfast cereals, with consumption increasing despite high unit prices

#### INDUSTRY PERFORMANCE

Increasing number of consumers opt for breakfast cereals over bread for their morning meal

Sugar-free breakfast cereals remain as key for health-conscious lifestyle

New flavours continued to appeal to Taiwanese consumers

#### WHAT'S NEXT?

Breakfast cereals will maintain positive and relatively stable growth

E-commerce expands the variety and convenience of breakfast cereals

Diversified oatmeal choices to meet growing demand for low GI options

#### COMPETITIVE LANDSCAPE

Quaker maintains strong lead in breakfast cereals

Calbee Taipei Co benefits from success of Frugra brand in breakfast cereals

#### CHANNELS

Supermarkets remain key for breakfast cereals, thanks to wide product ranges and omnichannel strategies

Retail e-commerce sees strongest growth, aligned with omnichannel strategies and influencer marketing

#### CATEGORY DATA

Table 1 - Sales of Breakfast Cereals by Category: Volume 2020-2025

Table 2 - Sales of Breakfast Cereals by Category: Value 2020-2025

Table 3 - Sales of Breakfast Cereals by Category: % Volume Growth 2020-2025

Table 4 - Sales of Breakfast Cereals by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Breakfast Cereals: % Value 2021-2025

Table 6 - LBN Brand Shares of Breakfast Cereals: % Value 2022-2025

Table 7 - Distribution of Breakfast Cereals by Format: % Value 2020-2025

Table 8 - Forecast Sales of Breakfast Cereals by Category: Volume 2025-2030

Table 9 - Forecast Sales of Breakfast Cereals by Category: Value 2025-2030

Table 10 - Forecast Sales of Breakfast Cereals by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Breakfast Cereals by Category: % Value Growth 2025-2030

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## Staple Foods in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Stable demand for staple foods supports a positive performance

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Post-pandemic foodservice-retail split shaped by evolving consumer preferences and targeted on-trade offerings

Specialised occasion consumption, social media marketing, and health and wellness trends drive sales

Manufacturers offer a growing range of smaller pack sizes

#### WHAT'S NEXT?

Ongoing flat-positive volume growth supported by baseline demand, while a focus on locality will continue

Innovations to focus on new flavours, cross-category collaborations, and healthier options

Retail e-commerce to develop further in line with online marketing strategies

## COMPETITIVE LANDSCAPE

Staple foods is an overall fragmented category, with strong competitive innovation

Calbee Taipei Co benefits from success of Frugra brand in breakfast cereals

## CHANNELS

Distribution channels adapt to meet evolving consumer demands

Retail e-commerce sees strongest growth, aligned with omnichannel strategies and influencer marketing

## MARKET DATA

Table 12 - Sales of Staple Foods by Category: Volume 2020-2025

Table 13 - Sales of Staple Foods by Category: Value 2020-2025

Table 14 - Sales of Staple Foods by Category: % Volume Growth 2020-2025

Table 15 - Sales of Staple Foods by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Staple Foods: % Value 2021-2025

Table 17 - LBN Brand Shares of Staple Foods: % Value 2022-2025

Table 18 - Penetration of Private Label by Category: % Value 2020-2025

Table 19 - Distribution of Staple Foods by Format: % Value 2020-2025

Table 20 - Forecast Sales of Staple Foods by Category: Volume 2025-2030

Table 21 - Forecast Sales of Staple Foods by Category: Value 2025-2030

Table 22 - Forecast Sales of Staple Foods by Category: % Volume Growth 2025-2030

Table 23 - Forecast Sales of Staple Foods by Category: % Value Growth 2025-2030

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## SOURCES

Summary 1 - Research Sources

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