

# Luxury Goods in Taiwan

November 2025

**Table of Contents** 

#### Luxury Goods in Taiwan

#### **EXECUTIVE SUMMARY**

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

#### MARKET DATA

- Table 1 Sales of Luxury Goods by Category: Value 2020-2025
- Table 2 Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 3 Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 4 NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 5 LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 6 Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 7 Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 8 Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

## Experiential Luxury in Taiwan

#### **KEY DATA FINDINGS**

# 2025 DEVELOPMENTS

Growth in inbound arrivals drives a dynamic increase for luxury hotels

Luxury hotels and foodservice outlets drive growth in experiential luxury through bespoke services

Growing demand for immersive luxury experiences contributes to growth

#### PROSPECTS AND OPPORTUNITIES

Growing demand for luxury experiences rather than goods set to drive growth Luxury hotels in Taiwan set to drive growth through wellness and culture Luxury operators adopt sustainable practices to drive eco-friendly tourism

## **CATEGORY DATA**

- Table 9 Sales of Experiential Luxury by Category: Value 2020-2025
- Table 10 Sales of Experiential Luxury by Category: % Value Growth 2020-2025
- Table 11 NBO Company Shares of Experiential Luxury: % Value 2020-2024
- Table 12 LBN Brand Shares of Experiential Luxury: % Value 2021-2024
- Table 13 Forecast Sales of Experiential Luxury by Category: Value 2025-2030
- Table 14 Forecast Sales of Experiential Luxury by Category: % Value Growth 2025-2030

## COUNTRY REPORTS DISCLAIMER

## Fine Wines/Champagne and Spirits in Taiwan

# KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Rising demand for premium and artisanal alcoholic drinks drives growth

Luxury international brands continue to lead, but local brands are also important

Growing demand for sustainable luxury drinks, while distribution diversifies

#### PROSPECTS AND OPPORTUNITIES

Premiumisation and mindful drinking expected to drive growth

Luxury brands anticipated to enhance digital engagement and sustainability efforts

Growing demand to recreate premium alcoholic drinks experiences at home to drive retail growth

#### **CATEGORY DATA**

- Table 15 Sales of Fine Wines/Champagne and Spirits by Category: Value 2020-2025
- Table 16 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2020-2025
- Table 17 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2020-2024
- Table 18 LBN Brand Shares of Fine Wines/Champagne and Spirits: % Value 2021-2024
- Table 19 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2020-2025
- Table 20 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2025-2030
- Table 21 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

## Premium and Luxury Cars in Taiwan

#### **KEY DATA FINDINGS**

#### 2025 DEVELOPMENTS

Growing demand for eco-friendly luxury vehicles drives growth for premium and luxury cars Luxury car buyers increasingly prioritise eco-friendly and tech-savvy options Premium and luxury car brands drive electrification, performance, and comfort

#### PROSPECTS AND OPPORTUNITIES

Resilient demand from HNWIs and popularity of EVs set to drive growth

Luxury car buyers set to drive demand for electric vehicles, and players will respond

Consumers expected to be attracted by tech innovations and customisation

## **CATEGORY DATA**

- Table 22 Sales of Premium and Luxury Cars: Value 2020-2025
- Table 23 Sales of Premium and Luxury Cars: % Value Growth 2020-2025
- Table 24 NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024
- Table 25 LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024
- Table 26 Forecast Sales of Premium and Luxury Cars: Value 2025-2030
- Table 27 Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

# COUNTRY REPORTS DISCLAIMER

# Personal Luxury in Taiwan

## KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Designer apparel and footwear (ready-to-wear)

Luxury eyewear

Luxury jewellery

Luxury leather goods

Luxury wearables electronics

Luxury timepieces

Luxury writing instruments and stationery

Super premium beauty and personal care

#### PROSPECTS AND OPPORTUNITIES

Sustainability to drive growth in personal luxury through eco-friendly practices

Luxury brands will adopt be poke experiences and ensure transparency

Luxury department stores and specialist retailers will remain dominant despite the rise of retail e-commerce

#### **CATEGORY DATA**

- Table 28 Sales of Personal Luxury by Category: Value 2020-2025
- Table 29 Sales of Personal Luxury by Category: % Value Growth 2020-2025
- Table 30 NBO Company Shares of Personal Luxury: % Value 2020-2024
- Table 31 LBN Brand Shares of Personal Luxury: % Value 2021-2024
- Table 32 Distribution of Personal Luxury by Format: % Value 2020-2025
- Table 33 Forecast Sales of Personal Luxury by Category: Value 2025-2030
- Table 34 Forecast Sales of Personal Luxury by Category: % Value Growth 2025-2030

#### COUNTRY REPORTS DISCLAIMER

# 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 focusing 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/luxury-goods-in-taiwan/report.