



Euromonitor  
International

# Processed Fruit and Vegetables in Taiwan

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## Processed Fruit and Vegetables in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Volume growth returns to a positive performance for processed fruit and vegetables

#### INDUSTRY PERFORMANCE

High prices persist and manufacturers consider profit margins, as consumers seek healthier options

Brands promote healthy benefits of frozen fruit and vegetables

Convenient cooking kits with beginner-friendly features gain attention in Taiwan

#### WHAT'S NEXT?

Rising significance of frozen processed good in a changing climate in Taiwan

Advancements in freezing technology modernise processed produce

Omnichannel strategies set to combine traditional retail with online grocery shopping

#### COMPETITIVE LANDSCAPE

General Mills Taiwan benefits from strong reputation of Green Giant brand

McCain sees strongest growth due to its offer of frozen processed potatoes

#### CHANNELS

Supermarkets remain key outlets, thanks to offering wide ranges of shelf stable, chilled, and frozen products

Warehouse clubs grows from a low base, thanks to popularity of Costco

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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

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/processed-fruit-and-vegetables-in-taiwan/report](http://www.euromonitor.com/processed-fruit-and-vegetables-in-taiwan/report).