



Rice, Pasta and Noodles in Taiwan

February 2026

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Rice, Pasta and Noodles in Taiwan - Category analysis

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2025 DEVELOPMENTS

Rice, pasta, and noodles maintain steady growth due to stable baseline demand

INDUSTRY PERFORMANCE

Sustained demand supports overall growth, with pasta on the rise alongside traditional rice and noodles

Smaller packaging solutions address needs of smaller households

Instant noodle players embrace traditions and innovations to offer diverse options

WHAT'S NEXT?

Food consumption trends will continue influencing product sales and category performance

E-commerce will continue to grow for sales of staple foods

Expansion of instant noodles suggests healthier and more diversified offerings over the forecast period

COMPETITIVE LANDSCAPE

Uni-President benefits from its strong position in noodles

Sing-Lin Foods benefits from baseline demand for traditional plain noodles

CHANNELS

Supermarkets and hypermarkets remain important for sales

Retail e-commerce sees strongest growth, in line with overall trends

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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

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Distribution channels adapt to meet evolving consumer demands

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