



Staple Foods in Taiwan

February 2026

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Staple Foods in Taiwan

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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Sales of baked goods remain positive, thanks to strong baseline demand

INDUSTRY PERFORMANCE

Diversified innovation and a focus on nutrition focus support sales

Artisanal players benefit from omnichannel strategies of social media marketing and pop-up stores

WHAT'S NEXT?

Innovative strategies embrace unique flavours offered and cross-industry collaborations
Global flavours to delight local consumers, with international brands expanding in Taiwan
Rise of gluten-free bakery culture in Taiwan

COMPETITIVE LANDSCAPE

Independent bakeries stand out in Taiwan, supporting strength of artisanal
Private label PX Mart sees strongest growth

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Food/drink/tobacco specialists lead due to popularity of small independent bakeries
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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
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Processed Fruit and Vegetables in Taiwan

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

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Processed Meat, Seafood and Alternatives To Meat in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed meat, seafood, and alternatives to meat returns to positive volume growth

INDUSTRY PERFORMANCE

Foodservice-retail split seen reflected in sales of processed meat, seafood, and alternatives to meat

Health and wellness trends influence consumer preferences in meat, seafood, and alternatives to meat

Vegetarian offerings have gained momentum with innovative product launches

WHAT'S NEXT?

More diversified products expected over the forecast period

Vegetarian restaurants continue to plant-based food culture in Taiwan

Continuous expansion in e-commerce is important to boost sales for independent brands in Taiwan

COMPETITIVE LANDSCAPE

Charoen Pokphand Enterprise maintains its lead thanks to strong lead in chilled processed poultry

Jane Jane brand benefits from its offer of processed, ready-to-eat seafood snacks

CHANNELS

Supermarkets remains key channel for sales, while online players are more active with marketing

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Rice, Pasta and Noodles in Taiwan

KEY DATA FINDINGS

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

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

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