



# Meals and Soups in Taiwan

February 2026

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## Meals and Soups in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Premium flavours and convenience drive growth in Taiwan's meals and soups in 2025

#### INDUSTRY PERFORMANCE

Slow down for meals and soups amid changing consumption habits in Taiwan

Expansion of premium meal options for home cooking

#### WHAT'S NEXT?

Ready meals players will continue to prioritise flavour balance and nutritional quality

Niche brands expected to revamp the appearance of ready meals

Leading restaurants and online platforms will continue serving as channels for ready meals

#### COMPETITIVE LANDSCAPE

President Chain Store Corp leads thanks to the success of its 7-Eleven outlets

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More brands penetrate meals and soups through online marketing

FamilyMart expands outlets and floor space

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## Cooking Ingredients and Meals in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Cooking ingredients and meals sees growth in 2025

### KEY DATA FINDINGS

#### INDUSTRY PERFORMANCE

Growth across metrics for cooking ingredients and meals in 2025

Health and wellness trend continues apace, driving new product development

#### WHAT'S NEXT?

Innovation set to continue driving sales in the years ahead

Partnerships are increasingly likely as demand for authenticity and quality grows

Local ingredients and cuisines set to feature highly on the menu

## COMPETITIVE LANDSCAPE

Retailers dominate the competitive landscape

Evolution in line with health trends benefits specialist brands

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