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## **Report Name:** Food Processing Ingredients Annual

**Country:** Taiwan

**Post:** Taipei ATO

**Report Category:** Food Processing Ingredients

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### **Report Highlights:**

In 2024, Taiwan imported US\$3.8 billion agricultural products from the US, which accounted for 24.81 percent of the island's total import value. Its food processing industry produced \$30 billion of processed food and beverages, among which the strongest subsectors are animal feed, butchery, meat processing, backed goods, and non-alcoholic beverages. The aged market is attracted to healthy and safe products with added nutritional benefits, as well as convenient, single portion products to better suit the changing family structure.

Executive Summary

Taiwan is an upper income country with a \$820 billion GDP. It depends heavily on imports for food and agricultural products and is a leading importer in the global agricultural marketplace. Ranks as the eighth largest trading partner for U.S. agricultural goods, Taiwan imported \$3.8 billion in agricultural and related products from the US in 2024, accounting for 24.81 percent of the island’s total import market.

Consumer-Oriented Agricultural Imports

In 2024, Taiwan imported \$2.1 billion consumer-oriented agricultural products from the U.S., representing 22.72 percent of the total import value. The top categories included beef, fruit, poultry, dairy and tree nuts.

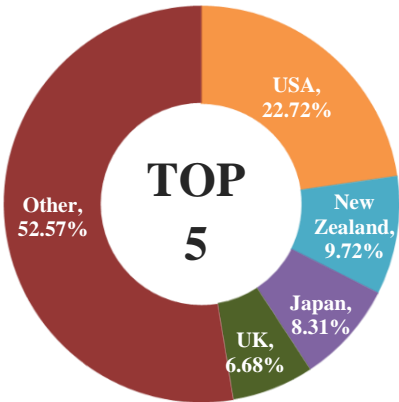


Chart 1: Top Exporting Countries to Taiwan

Food Retail Industry

Taiwan’s food and beverage retail sales reached \$8.9 billion in 2024. The figure was achieved through having the second-highest density of convenience stores in the world, with over 10,000 stores island-wide. E-retail is booming, with supermarkets increasingly collaborating with food delivery services, such as Uber Eats, to offer fresh food and agricultural products.

Food Processing Industry

In 2024, Taiwan’s food processing industry produced \$30.5 billion of processed food and beverages, which accounted for 4.9 percent of the total manufacturing value. Consumers’ preference for convenience and a growing interest in food health and safety have influenced the industry to develop easy-to-prepare meals, healthy options, and clean labels.

Food Service Industry

In 2024, Taiwan’s foodservice revenue reached \$31.5 billion. The industry is seeing more growth in grab-and-go establishments than sit-down restaurants.

2024 Consumer-Oriented Products Imported from the US

\$2.1 billion

Top 10 Growth Products in Host Country

Beef	Poultry
Milk & Cheese	Fresh Fruit
Tree Nuts	Fresh Vegetables
Seafood	Pet Food
Plant Protein	Coffee, Roasted

2024 Food Industry by Channels (\$ billions)

Retail Food Industry	\$8.9
Food Service-HRI	\$31.5
Food Processing	\$34.5
Food and Agricultural Exports	\$5.8

Top 10 Taiwan Retailers

7-Eleven	Family Mart
PX Mart	Shin Kong Mitsukoshi
Costco	Far Eastern
Momo	Sogo
Carrefour	PChome

GDP/Population

Population (millions): 23.26

GDP (billions): \$820.42

GDP Per Capita: \$33,983

Source: Department of Statistics, Taiwan Ministry of Economic Affairs; Ministry of Agriculture; International Monetary Fund

SWOT

Strength	Weakness
The U.S. remains the market leader in consumer-oriented products, which continue to show robust growth.	U.S. companies hesitate to offer low volume or consolidated shipments of high-value products, limiting market access.
Opportunity	Threat
There is increasing growth of fast-food chains and casual dining restaurants, boosting consumption of food ingredients.	Taiwan’s FTA partners offer products at a lower cost, which dampens importers’ interest in purchasing U.S. products.

## **Section I—Market Overview**

In 2024, Taiwan’s food retail, processing, and service industries saw a slight growth from the previous year. With a high GDP per capita of over \$33,000 and regular increases of minimum wage, Taiwanese consumers have a refined palate for high-quality food and agricultural products. Combined with its aged societal structure, demand for products with low additives, additional health benefits, and clean labels remain high.

Moreover, the market had a tumultuous year of food safety issues. Toxic food coloring was detected in snacks, sauces, and supplements; several restaurants reported food poisoning incidents, and expired food ingredients were found at importers and restaurants. Through these scandals, Taiwanese consumers have developed a high level of desire for food quality and safety.

### **Advantages and Challenges for U.S. Food Ingredients**

<b>Advantages</b>	<b>Challenges</b>
The perception that U.S. food quality and grading systems are transparent and consistent.	The negative perception of GMOs may cause some to shy away from products that use U.S. ingredients.
Suppliers from the US are technically advanced and offer diversified ingredient specifications, more so than suppliers from other countries.	Some pesticides allowed in the United States have lower MRL levels or are not approved for use in Taiwan. Differences in these MRL levels and in registration timelines can hinder U.S. exports.
Taiwan food processors already have long-standing relationships with U.S. ingredient suppliers.	Retailers often request at least 50 percent of the shelf life remains by the time of stocking. Therefore, food processors would require specific expiration dates of ingredients, which might be difficult for U.S. manufacturers to accommodate.

## **Section II—Road Map for Market Entry**

### **Entry Strategy & Import Procedure**

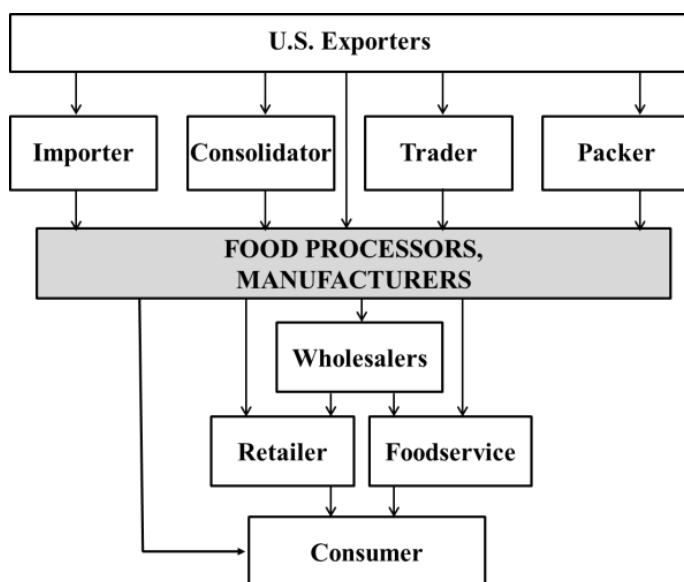
All U.S. suppliers are advised to evaluate the market and product potential through studying applicable tariffs, market access restrictions, and regulatory requirements pertinent to the products. Below is a list of useful websites for suppliers:

- [Taiwan’s Tariff Rate Quota \(TRQ\) Implementation](#)
- [Taiwan Customs Online Tariff Database](#)
- [USDA Food and Agricultural Import Regulations and Standards \(FAIRS\) Report](#)

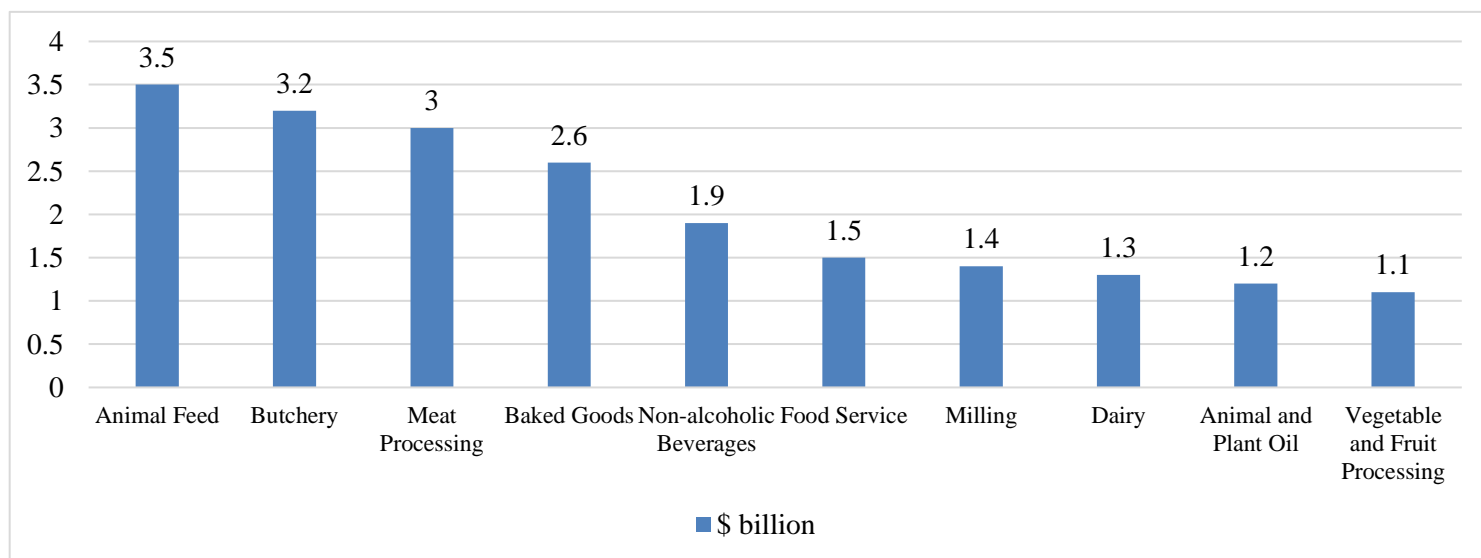
- [Taiwan's Bureau of Trade - Statistics](#)
- [The U.S. State Regional Trade Groups \(SRTG\) Support](#)

While the Agricultural Trade Office (ATO) maintains a list of potential importers, it is highly recommended to visit the market and meet in-person with potential buyers. The USA Pavilion at the Taipei International Food Show every June serves as a platform to promote the overall USA's image for quality food products and is an efficient way to connect exhibitors to local buyers. The 2025 Taipei International Food Show is scheduled for June 25 to 28.

## Distribution Channels & Market Structure



## Share of Major Segments in the Food Processing Industry



## Company Profiles

Although there are more than seven thousand food manufacturers in Taiwan, approximately 27 listed companies dominate production with annual sales amounting to \$25 billion. Below is a list of top firms that are publicly listed and have a diversified product portfolio.

Company	Annual Revenue	Products
<a href="#">Uni-President</a>	\$19.95 billion	Ready-to-eat meals, beverages, snacks, dairy, sauces
<a href="#">Standard Foods</a>	\$879 million	Cereal, dairy, oil, baby food, functional drinks
<a href="#">Namchow Group</a>	\$720 million	Baked goods, oil, frozen treats, snacks, instant noodles
<a href="#">Lian Hwa Foods</a>	\$370 million	Snacks, instant meals, tree nuts
<a href="#">HeySong Corp.</a>	\$311 million	Beverages

## Sector Trends

In general, Taiwan consumers are interested in food and beverages that have health and nutritional benefits. Popular keywords include low to no sugar, artificial sweetener, sodium, calories, carbs; high in dietary fiber, vitamin, calcium, protein; added collagen, lecithin, lutein, and anthocyanin; improves heart health, gut health, muscle building, sleep pattern, and metabolism.

## Section III—Competition

Given Taiwan's relatively limited agricultural land of less than two million acres, Taiwan is highly dependent on imports of ingredients and feed. For bulk commodities, such as soybeans, corns, and wheat, Australia and Brazil are key U.S. competitors with a stable supply that provide trade promotional support. For dairy products, the US faces significant price competition from New Zealand. New Zealand's price advantage results from an FTA signed with Taiwan in 2013 that eliminates tariffs over a 12-year implementation period. [Here is a list of countries](#) that signed similar agreements with Taiwan. For more trade statistics information, please visit [Taiwan's Bureau of Trade - Statistics](#).

## Section IV—Best Product Prospects

### Products Present in the Market with Good Sales Potential (Unit: \$ million)

Product Category (HS Code)	2024 Imports from the US	2024 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Cheese (0406): cheddar, mozzarella, cream cheese, string cheese	\$35	\$180	Compliance with allowable levels of preservatives in processed cheese	Young market for dairy consumption with room to grow. Expanding consumption driven by ready-to-eat sector of convenience store chains
Tree Nuts (0802/080132): walnut, almond, pecan, pine, pistachio, macadamia, cashew	\$77	\$143	Price competition from Australia and Iran	Health-conscious market with versatile applications in snacks, beverages, and baked goods
Non-GMO Soybeans (1201900092)	\$24	\$75	Price competition from Canada	Significant vegetarian market with growing demand for plant- based protein
Dried Fruits (0813/080620): raisin, cranberry, cherry, date, fig	\$9	\$32	Compliance with allowable uses and levels of pesticides	Growing demand from the baking industry
Pork (0203)	\$12	\$288	Local and political perception that U.S. pork contains ractopamine	Strong market demand for intestines and other edible parts
Seafood (03)	\$21	\$1,454	Price competition from neighboring Asian countries	Local perception that U.S. seafood is high- quality and sustainable

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Products Not Present in Significant Quantities with Good Sales Potential (Unit: \$ million)

Product Category (HS Code)	2024 Imports from the US	2024 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Frozen Fruit (081190): berries	\$1.0	\$15	Lack of awareness of U.S. suppliers	Growing demand from consumers
Whey Protein Concentrate (350290)	\$3.7	\$5	Lack of awareness about product specs and applications	Aging population demands added nutritional value
Hop Cones, Fresh or Dried (1210)	\$0.4	\$1.2	Price competition from Germany	Growing popularity for IPA and local brewer’s recognition for U.S. hops
Concentrated Fruit Juice (2106907000)	\$0.1	\$2.6	Compliance with Taiwan’s Chinese National Standards (CNS) classification of base fruits for concentrate juice uses	Expanding applications for beverage manufacturers in making not just fruit juices, but flavored sparkling water
Coffee (not roasted) (090111)	\$0.1	\$202	Price competition from Central and South America	Expanding consumption driven by independent coffee shops

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#### Product Not Present Due to Significant Barriers (Unit: \$ million)

Product Category (HS Code)	2024 Total Imports	Current Exporters	Key Constraints for Market Access	Market Attractiveness for U.S. Exporters
Fresh Ginseng (12112040)	\$5.0	Canada China	Certain MRLs have not been registered	Aging population is attracted to traditional medicine

#### Links to Top Food Processing Companies

- [Uni-President](#)
- [Standard Foods](#)
- [Namchow Group](#)
- [Lian Hwa Foods](#)
- [HeySong Corp.](#)

#### Section V— Key Contacts and Further Information

Name	Official Website
Taiwan Ministry of Agriculture	<a href="https://eng.moa.gov.tw/">https://eng.moa.gov.tw/</a>
Taiwan Food and Drug Administration	<a href="https://www.fda.gov.tw/ENG/index.aspx">https://www.fda.gov.tw/ENG/index.aspx</a>
Taiwan Food Industry Development	<a href="http://www.tfida.org.tw/">http://www.tfida.org.tw/</a>
Food Association of Taiwan	<a href="http://www.foodtw.org.tw/">http://www.foodtw.org.tw/</a>
Taiwan Quality Food Association	<a href="https://www.tqf.org.tw/en">https://www.tqf.org.tw/en</a>
Taiwan Beverages Industry Association	<a href="http://www.bia.org.tw/zh-tw/a1-10647/English.html">http://www.bia.org.tw/zh-tw/a1-10647/English.html</a>
Taiwan Flour Mills Association	<a href="http://www.tfma-flour.org.tw/en/index.php">http://www.tfma-flour.org.tw/en/index.php</a>
Taiwan Feed Industry Association	<a href="http://www.taiwanfeed.org.tw/Company_en/about1.asp">http://www.taiwanfeed.org.tw/Company_en/about1.asp</a>
Food Industry Research and Development	<a href="https://www.firdi.org.tw/En_Firdi_Index.ASPX">https://www.firdi.org.tw/En_Firdi_Index.ASPX</a>
China Grain Products Research &	<a href="https://www.cgprdi.org.tw/">https://www.cgprdi.org.tw/</a>
Food Next Media	<a href="https://www.foodnext.net/">https://www.foodnext.net/</a>

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For Trade Policy/Market Access and General Agricultural Issues contact Agricultural Affairs Office at:

Office Hours: 8:00 AM – 5:00 PM  
Telephone: (011-886-2)2162-2238  
Fax: (011-886-2)2162-2316  
Email-FAS: [agtaipei@usda.gov](mailto:agtaipei@usda.gov)

For Market Development Assistance contact the Agricultural Trade Office at:

Office Hours: 8:00 AM – 5:00 PM  
Telephone: (011-886-2)2705-6536  
Fax: (011-886-2)2754-4031  
Email-FAS: [atotaizei@usda.gov](mailto:atotaizei@usda.gov)

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**Attachments:**

No Attachments