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Report Highlights:

The retail sector in Taiwan includes convenience stores, supermarkets, and hypermarkets, which generated more than \$30 billion in sales in 2025. The United States remains Taiwan's leading supplier of consumer-oriented food and agricultural products. U.S. consumer-oriented products such as beef, poultry, and fresh fruit enjoyed more than 20 percent of Taiwan's total agricultural imports in 2025. Taiwan's aging population is driving demand for products with added health benefits, while smaller family sizes are increasing demand for smaller portions.

Executive Summary

Taiwan has an upper-income economy with a GDP of US\$921 billion. Due to the limited arable and small agriculture sector, it relies heavily on imports of food and agricultural products. Taiwan is the ninth-largest market for U.S. agricultural exports. In 2025, Taiwan imported US\$4.3 billion in U.S. agricultural and related products, representing 23.7 percent of the island’s total agricultural imports.

Imports of Consumer-Oriented Products

In 2025, Taiwan imported \$2.18 billion consumer-oriented agricultural products from the U.S., accounting for 22.1 percent of the total import value. Leading categories included beef, fruit, poultry, dairy products, and tree nuts.

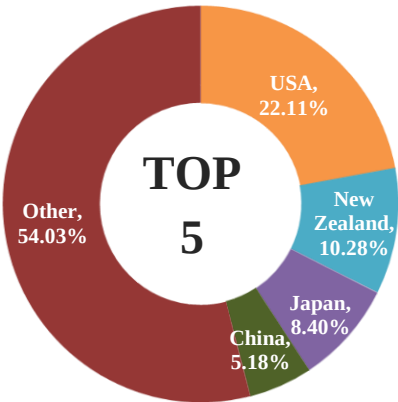


Chart 1: Top Exporting Countries to Taiwan

Food Retail Industry

Taiwan’s food and beverage retail sales reached \$9.8 billion in 2025. The market features an extensive convenience store network - the second-highest density in the world, with over 10,000 outlets 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 2025, Taiwan’s food processing industry produced \$32.9 billion of processed food and beverages. 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 2025, Taiwan’s foodservice revenue reached \$33.8 billion. The industry is seeing more growth in grab-and-go establishments than sit-down restaurants.

Imports of Consumer-Oriented Products

\$2.18 billion

Top 10 Growth Products in Taiwan

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

2025 Food Industry by Channel (\$ billions)

Retail Food Industry	\$9.8
Food Service-HRI	\$33.8
Food Processing	\$32.9
Food and Agricultural Exports	\$5.3

Top 10 Taiwan Retailers

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

GDP/Population

Population (millions): 23.3
GDP (billions): \$921.92
GDP Per Capita: \$39,492

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

Strength	Weakness
The U.S. remains the leading supplier of consumer-oriented products, which continue to show robust growth.	Some U.S. suppliers are reluctant to offer low-volume or consolidated shipments of high-value products, which can limit 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 1: Market Summary

In 2025, Taiwan’s nominal GDP reached \$921.92 billion, an increase of more than 15 percent from 2024, largely driven by global semiconductor demand associated with AI technologies. The economy expanded 8.68 percent — the fastest pace in 15 years — outperforming regional peers including China (5 percent), Singapore (4.8 percent), Hong Kong (3.5 percent), and South Korea (1 percent). Looking forward, the Taiwan Directorate-General of Budget, Accounting and Statistics projects the economy to grow another 11.05 percent in 2026.

In 2025, Taiwan’s department stores, convenience stores, super and hyper markets, and e-retail recorded modest sales growth. The top three super and hypermarket chains are PX-Mart, Costco, and Uni-prosperity (formerly Carrefour), who together represent 84 percent of the market share. On the other hand, the two biggest convenience store chains are 7-Eleven and Family Mart, which represent 73 percent of the market share.

Taiwan has officially entered what the World Health Organization defines as a super-aged society, with more than 20 percent of its population aged 65 or older. This demographic shift is accelerating demand for protein-enriched products, foods with added nutritional benefits, and low- or no-sugar food and beverage options. At the same time, Taiwanese are having more pets than babies. As a result, convenience stores now have added shelf space for pet food and related products in most of their stores.

Advantages and Challenges for U.S. Exporters

Advantages	Challenges
U.S. food products enjoy an excellent reputation among consumers.	U.S. food products are not always price-competitive in the Taiwan market.
The growing modern retail industry is looking for new imported food products.	U.S. exporters are sometimes reluctant to change product specifications to comply with Taiwan requirements or consumer preferences.
Consumers are increasingly health-conscious and tend to be less concerned about cost when shopping for natural and organic foods.	Many U.S. companies are unwilling to provide low-volume, consolidated shipments of high-value products to importers.
The popularity of U.S. holidays, culture, and lifestyles leads to promotional events organized around these themes by retail stores, restaurants, and hotels throughout the year.	Consumers maintain a preference for fresh food products over frozen.
Consumers are brand-conscious, and the US is a leader in food brands that set trends.	Competition from agricultural and food exporters from countries with an FTA with Taiwan is strong.

Retail Sales by Channel

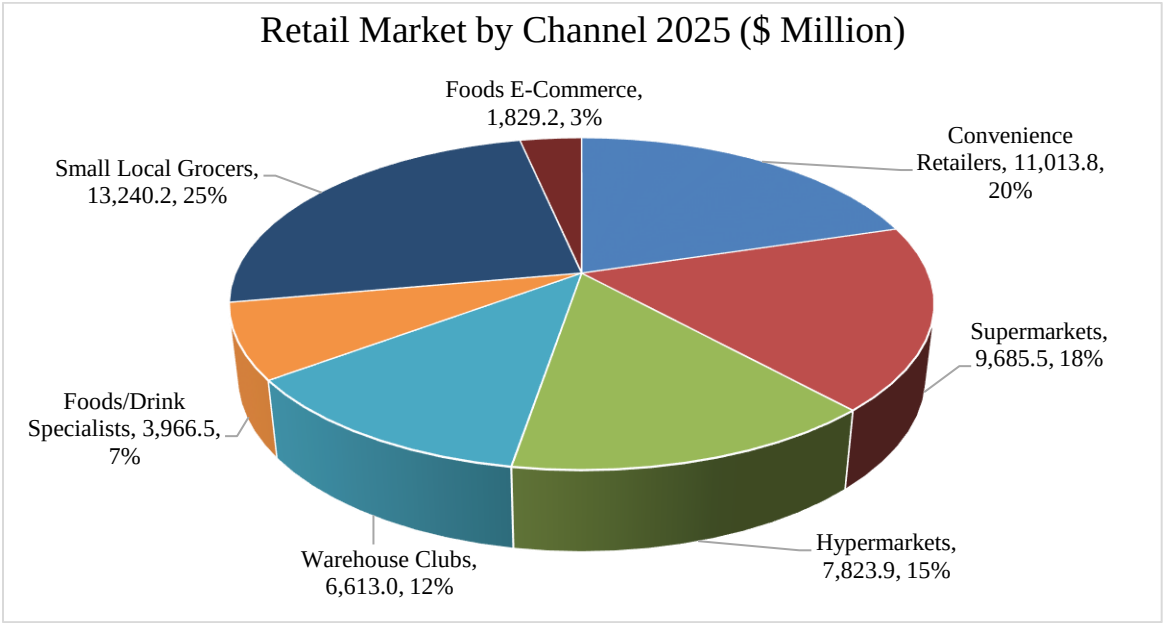
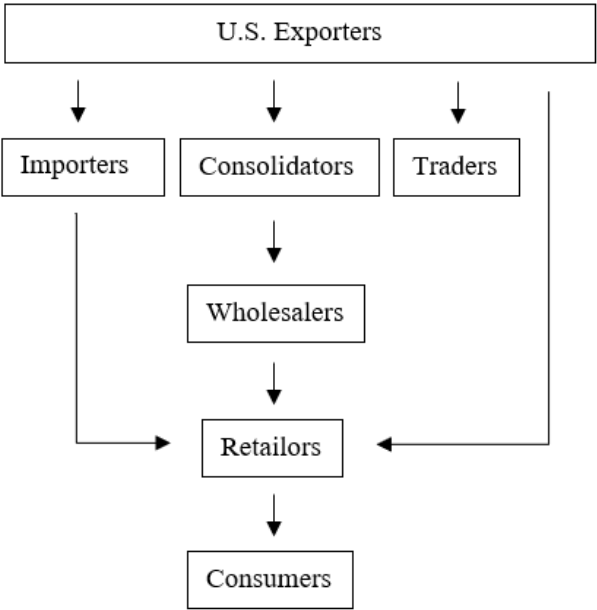


Chart 2: Retail Market by Channel 2025, Euromonitor

Section 2: Road Map for Market Entry
Flow Chart



Entry Strategy

U.S. suppliers are encouraged to evaluate market potential by reviewing applicable tariffs, regulatory requirements, and market access conditions prior to entry. 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 newly USDA-endorsed Taipei International Food Show every June serves as a platform to promote the overall USA image for quality food products and is an efficient way to connect exhibitors to local buyers. The 2027 Taipei International Food Show is scheduled for June 23 to 26.

Sectors and Top Retailors

- **Convenience Stores**

Convenience stores play a huge part in Taiwan consumers' everyday life. There is one convenience store for every 1,500 people in Taiwan, the second highest density in the world only after South Korea. Convenience stores in Taiwan run 24/7 and offer a wide range of goods and services, including freshly brewed coffee and teas, prepared meals, tuition and utilities payment, and other bill payment collection, printing and faxing, transportation (e.g. trains) and entertainment (e.g. concerts) ticketing, and package pick-ups. People go into convenience stores at least once every day.

In January 2026, Simple Mart acquired OK Mart, which had almost 400 stores inland wide. The acquisition is to position the chain to be closer than supermarkets and cheaper than convenience stores. Simple Mart is expected to open more stores to hit the total store count of 1,300 before the end of this year.

Retailer	2025 Sales	Year Established	Store Count	Locations	Purchasing Type
7-Eleven	\$11.12 billion	1978	7,334	Nationwide	Direct import; purchase from Taiwan importer
Family Mart	\$3.49 billion	1988	4,506	Nationwide	Direct import; purchase from Taiwan importer
Hi-Life	\$793 million	1989	1,800	Nationwide	Purchase from Taiwan importer
Simple Mart	\$469 million	2006	1,195	Nationwide	Direct import; purchase from Taiwan importer

- **Hypermarkets**

In terms of hypermarket sales, foreign retailer Costco dominates the Taiwan market. Their Taiwan stores are some of the best performing stores in the world, reflecting the strong purchasing power of Taiwanese consumers.

PX Mart, a local supermarket chain with the most stores in Taiwan, acquired RT-Mart hypermarket and renamed it Mega PX Mart.

Uni President, the biggest retail conglomerate in Taiwan that owns the 7-Eleven brand, acquired Carrefour from the French group in 2023. In mid-2026, their hypermarkets are officially renamed as Prosperity Plaza while their supermarkets are renamed as Uni-prosperity due to licensing issues. At the same time, Uni President bought 51 percent of Lopia, a Japanese hypermarket chain that is starting to gain momentum in the recent years.

Retailer	2025 Sales	Year Established	Store Count	Locations	Purchasing Agent Type
Mega PX Mart (Formerly RT-Mart)	\$7.0 billion (combined with supermarkets)	1996	HM: 21 SM: 1,250	Island-wide	Purchase from Taiwan importer
Costco	\$4.4 billion	1997	14	Island-wide	Direct import; purchase from Taiwan importer
Prosperity Plaza (Formerly Carrefour)	\$2.8 billion (combined with supermarkets)	1989	HM: 63 SM: 237	Nationwide	Direct import; purchase from Taiwan importer
A-Mart	\$316 million	1990	14	Island-wide	Purchase from Taiwan importer
Lopia	\$79 million	2023	11	Island-wide	Purchase from Taiwan importer

- **Supermarkets**

PX Mart dominates the supermarket scene in Taiwan with over 1,200 locations and often collaborates with delivery services such as UberEats to provide special discounts. PX Mart has the widest range of products compared with their competitors, including organic produce and plant-based protein. Taiwan Fresh operates in the central and southern parts of Taiwan and is planning to move north.

Retailer	2025 Sales	Year Established	Store Count	Locations	Purchasing Agent Type
PX Mart	\$7.0 billion (combined with supermarkets)	1996	HM: 21 SM: 1,250	Nationwide	Purchase from Taiwan importer

Uni-prosperity (Formerly Carrefour/Wellcome)	\$2.8 billion (combined with supermarkets)	1989	HM: 63 SM: 237	Nationwide	Direct import; purchase from Taiwan importer
Taiwan Fresh	\$133 million	1975	52	Central and Southern Taiwan	Purchase from Taiwan importer

In addition to major supermarket chains, Taiwan also has several high-end supermarket chains that carry exotic and premium imported products. These stores are usually located in the basement levels of department stores, which are in the heart and central metropolitan districts. Roughly 70 percent of the products these stores carry are imported, making them the priority targets for ATO Taipei when conducting retail promotions. High-end supermarkets are valued for their wide selection of U.S. foods. Meats, seafood, vegetables, and fruits can be found in normal supermarkets, as well as these high-end ones. They also carry U.S. cheeses, cured meats and sausages, wines, spirits, craft beers, sweets, snacks, cereals, condiments, sauces, ice treats, non-alcoholic beverages such as coffee, soda, and juices.

Retailer	Year Established	Store Count	Locations	Purchasing Agent Type
Mia C'bon (Formerly Jasons Market Place)	2003	16	Nationwide	Direct import; purchase from Taiwan importer
Beautiful Market	2015	9	Nationwide	Purchase from Taiwan importer
City Super	2004	8	Taipei, New Taipei, Hsinchu, and Taichung cities	Purchase from Taiwan importer

Section 3: Competition

Product Category	Gross Imports (U.S. \$ million)	1st Supplier	2nd Supplier	USA
Beef	1,520	USA 676 (44%)	Paraguay 304 (20%)	676 (44%)
Dairy	1,169	New Zealand 496 (42%)	USA 114 (10%)	114 (10%)
Fresh fruit	980	USA 292 (30%)	New Zealand 277 (28%)	292 (30%)
Distilled spirits	621	UK 460 (74%)	Japan 64 (10%)	7 (1%)
Pork	461	Canada 152 (33%)	Spain 103 (22%)	20 (4%)

Section 4: Best Product Prospects

Top Consumer-Oriented Products Imported from the World

Product Category	2025 Imports from the World (U.S. \$ million)
Beef	1,520
Dairy	1,169
Fresh fruit	980
Soup and food prep	782
Distilled spirits	621

Top Consumer-Oriented Products Imported from the United States

Product Category	2025 Imports from the US (U.S. \$ million)
Beef	676
Poultry	340
Fresh fruit	292
Soup and food prep	265
Dairy	114

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

Product Category (HS Code)	2025 Imports from the US	2025 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Cheese (0406): cheddar, mozzarella, cream cheese, string cheese	\$37	\$194	Compliance with allowable levels of preservatives in processed cheese	Taiwan's dairy consumption remains relatively low, presenting long-term growth opportunities. Expanding consumption driven by ready- to-eat sector of convenience store chains.
Tree Nuts (0802/080132): walnut, almond, pecan, pine, pistachio, macadamia, cashew	\$76	\$135	Price competition from Australia and Iran	Health-conscious market with versatile applications in snacks, beverages, and baked goods.
Non-GMO Soybeans (1201900092)	\$20	\$75	Price competition from Canada	Significant vegetarian market with growing demand for plant-based protein.
Dried Fruits (0813/080620): raisin, cranberry, cherry, date, fig	\$10	\$37	Compliance with allowable uses and levels of pesticides	Growing demand from the baking industry.
Pork (0203)	\$5	\$412	Local and political perception that U.S.	Strong demand for variety meats and edible offal

			pork contains ractopamine	products.
Seafood (03)	\$25	\$1,531	Price competition from neighboring Asian countries	Local perception that U.S. seafood is high-quality and sustainable.

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

Product Category (HS Code)	2025 Imports from the US	2025 Total Imports	Key Constraints for Market Development	Market Attractiveness for U.S. Exporters
Frozen Fruit (081190): berries	\$2.0	\$26	Lack of awareness of U.S. suppliers	Growing demand from consumers.
Whey Protein Concentrate (350290)	\$6.4	\$8	Lack of awareness about product specs and applications	Aging population demands added nutritional value.
Hop Cones, Fresh or Dried (1210)	\$0.3	\$1.2	Price competition from Germany	Growing popularity for IPA and local brewer's recognition for U.S. hops.
Concentrated Fruit Juice (2106907000)	\$0.06	\$2.9	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)	\$0.2	\$322	Price competition from Central and South America	Expanding consumption driven by independent coffee shops.

Product Not Present Due to Significant Barriers

Product Category (HS Code)	2025 Total Imports	Current Exporters	Key Constraints for Market Access	Market Attractiveness for U.S. Exporters
Fresh Ginseng (12112040)	\$6.0	Canada China	Certain MRLs have not been registered	Aging population is attracted to traditional medicine.

Section 5: Key Contacts and Further Information

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

Please contact FAS offices for questions and assistance.

For Trade Policy, Market Access, and General Agricultural Issues:

American Institute in Taiwan, OAA, Taipei

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

For Market Development Assistance:

American Institute in Taiwan, ATO, Taipei

Office Hours: 8:00 AM – 5:00 PM
Telephone: (011-886-2)2162-2682
Fax: (011-886-2)2162-2520
Email-FAS: atotaipai@usda.gov

For Certification Issues in Animals, Animal Products, Plants and Plant Products:

American Institute in Taiwan, APHIS, Taipei

Office Hours: 8:00 AM – 5:00 PM
Telephone: (011-886-2)2162-2216
Fax: (011-886-2)2162-2215
Email-FAS: IS.Taipei.Taiwan.Office@aphis.usda.gov

Attachments:

No Attachments