



Euromonitor
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Consumer Foodservice in Taiwan

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Consumer Foodservice in Taiwan

EXECUTIVE SUMMARY

Polarisation trend, as eating out remains central to Taiwanese culture

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players respond to rapidly evolving demand trends

String demand for bookings during peak times

Competition drives innovation as players look to differentiate

WHAT'S NEXT?

Positive outlook

A year of innovation

Limited focus on sustainability

COMPETITIVE LANDSCAPE

7-Eleven works to consolidate its lead

Lian Fa International Dining Business Corp expands dynamically

Evolving trends drive innovation

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Independents benefit from flexibility

Automation addresses labour shortages and provides consistency

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2025 DEVELOPMENTS

A mixed performance

INDUSTRY PERFORMANCE

Gen Z has not returned to bars since COVID-19

Specialist coffee and tea shops sees strongest growth
Open air bars changing night life

WHAT'S NEXT?

Focus on creativity and innovation
Expanding food offer in specialist coffee and tea shops
Further development of hybrid concepts

COMPETITIVE LANDSCAPE

Starbucks stays out in front
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[Full-Service Restaurants in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Changing environment for full-service restaurants

INDUSTRY PERFORMANCE

Polarisation
Strong growth for Asian full-service restaurants
Changing attitudes to fine dining

WHAT'S NEXT?

Labour shortages exerting a notable influence on strategies
Diversifying the offer
Optimising non-peak periods

COMPETITIVE LANDSCAPE

Din Tai Fung is the leading brand
Tofu Restaurant Co Ltd expands strongly
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2025 DEVELOPMENTS

Labour shortage increases reliance on migrants

INDUSTRY PERFORMANCE

Labour shortages particularly affecting independent players

Nama donut craze hits Taiwan

Growing influence of migrants

WHAT'S NEXT?

Ongoing digitalisation

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COMPETITIVE LANDSCAPE

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Self-Service Cafeterias in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growing number of operators exploring self-service

INDUSTRY PERFORMANCE

Full-service restaurant players offer self-service options

Strong growth from independents

Convenience stores provide strong competition

WHAT'S NEXT?

Further premiumisation

Demographic trends influencing category development

Consumers seeking differentiation

COMPETITIVE LANDSCAPE

Eat Together Corp holds top spot

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Popularity of night markets drives growth

INDUSTRY PERFORMANCE

Growing interest in night markets supported by social media

Independents offer authentic street food experiences

Rapid turnover of trends in hand-shaken drinks

WHAT'S NEXT?

Further promotion of night markets and street food
Flexibility and low labour requirements
Creativity in hand-shaken drinks

COMPETITIVE LANDSCAPE

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[Consumer Foodservice By Location in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lodging taps into self-service buffet trend

INDUSTRY PERFORMANCE

Lodging taps into buffet trend
Travel influences consumer expectations
Ongoing polarisation

WHAT'S NEXT?

Positive outlook for consumer foodservice through retail
Government and influencers boost interest in local cuisine
Automation to address labour shortages

COMPETITIVE LANDSCAPE

7-Eleven upgrades and diversifies offer
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CATEGORY DATA

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-foodservice-in-taiwan/report.