



Baby Food in Taiwan, China

October 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Baby Food Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Baby Food

INDUSTRY PERFORMANCE

Nongchunxiang and Meiji Reshape Expectations through Premiumisation and Safety

Chart 2 - Toddler Meals with Gourmet Risotto

Chart 3 - Value Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Parents Demand Transparency and Stage-Based Benefits to Justify Premium Spend

Chart 5 - Analyst Insight for Baby Food

Chart 6 - Forecast Value Sales 2021-2031

Chart 7 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Nestlé Taiwan Leverages Trust and Distribution to Defend Leadership

Happy Hours Captures Parental Demand with Organic and Functional Launches

Chart 8 - Company Shares 2026

Chart 9 - Brand Shares 2026

CHANNELS

Trusted Specialist Retailers Retain Leadership as E-Commerce Gains Momentum

Chart 10 - Retail Channels 2021-2026

PRODUCTS

Functional Nutrition and Premium Convenience Drive Product Development

Nongchunxiang Expands Premium Toddler Meal Occasions

Meiji Strengthens Differentiation through Packaging and Safety Innovation

Chart 11 - Food Safety Is Imperative for Baby Food in Taiwan, China

ECONOMIC CONTEXT

Chart 12 - Economic Context for Baby Food

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Baby Food

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

Chart 18 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

Dairy Products and Alternatives in Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Dairy Products and Alternatives

INDUSTRY PERFORMANCE

Imported Milk Captures Value-Focused Shoppers as Local Brands Defend with Freshness

Chart 20 - Imported Milk Challenges Local Fresh Milk

Plant-Based Dairy Grows as Import Pressure Reshapes the Market

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Local Brands Emphasise Health and Transparency to Retain Family Trust

Chart 23 - Analyst Insight for Dairy Products and Alternatives

Dairy Maintains Leadership While Plant-Based Alternatives Accelerate with Health Claims

Value, Health and Retail Evolution Define the Outlook

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Uni-President Defends Top Share as Consolidation Pressures Mount

Structural Change and Innovation Open New Business Pathways

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Supermarkets Reinforces Lead as E-Commerce Builds Momentum

Value, Health and Omnichannel Retail Reshape Distribution

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Wellness and Transparency Drive Product Innovation

Chart 29 - Everyday Health in Dairy

Functional and Premium Products Expand Consumer Choice

Trust and Quality Become Stronger Competitive Advantages

ECONOMIC CONTEXT

Chart 30 - Economic Context for Dairy Products and Alternatives

Chart 31 - Real Gdp Growth 2021-2031

Chart 32 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 33 - Consumer Context for Dairy Products and Alternatives

Chart 34 - Population 2021-2031

Chart 35 - Population by Generation 2026

Chart 36 - Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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