Euromonitor International

Retail in Taiwan, China

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Px Mart and Uni-President Reshape Competition with Major Acquisitions

Chart 2 - Multiple Key Players Consolidated Their Retailing Landscape through Mergers and Acquisitions

Carrefour and Eslite Diversify Retail Experiences to Engage Communities

Chart 3 - Carrefour Opened Its First Community Store in 2025

E-Commerce Platforms Accelerate Formalisation as Informal Retail Wanes

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Accelerates as Omnichannel Strategies Reshape Sales

Omnichannel Expansion, Cross-Industry Partnerships and Sustainability Drive Transformation

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uni-President and Px Mart Redraw Boundaries with Major Acquisitions

Chart 8 - Analyst Insight for Retail

Carrefour and 7-Eleven Drive Innovation with New Retail Concepts

Chart 9 - 7-Eleven Co-Launched a Travel Guide Convenience Store Network with the Tourism Administration

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 12 - Standard Opening Hours by Channel Type 2025

Seasonality

Lunar New Year

End of Year Cleaning

Double 11 Shopping Day

Department Stores Anniversaries (across all major players)

Mother’s Day

ECONOMIC CONTEXT

Chart 13 - Economic Context for Retail

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Retail

Chart 17 - Population 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Convenience Retailers in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Convenience Retailers Summary

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Convenience Retailers

INDUSTRY PERFORMANCE

7-Eleven and Familymart Drive Digital Innovation Amid Inflationary Pressures
Convenience Stores Retain Dominance as Forecourt Retailers Pivot to Automation
7-Eleven Transforms Stores into Multifunctional Community Spaces to Capture Demand for Novelty
Chart 20 - Updated Retail Spaces Were Integrated into Local Cvs Stores in 2025
Chart 21 - Cvs Launched Unmanned Stores in 2025
Chart 22 - Value Sales 2020-2030
Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Major Brands Accelerate Omnichannel Integration to Outpace Rivals
Forecourt Retailers Embrace Technology for Sustained Value Growth
Digital Consolidation and Omnichannel Strategies Reshape Consumer Behaviour
Chart 24 - Forecast Value Sales 2020-2030
Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Familymart Closes the Gap as 7-Eleven Defends Its Share with Store Expansion and Innovation
Chart 26 - Analyst Insight for Convenience Retailers
Chart 27 - Company Shares 2025
Chart 28 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Convenience Retailers
Chart 30 - Real Gdp Growth 2020-2030
Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Convenience Retailers
Chart 33 - Population 2020-2030
Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Supermarkets in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Supermarkets Summary

KEY INDUSTRY TRENDS

Chart 35 - Key Industry Trends for Supermarkets

INDUSTRY PERFORMANCE

Px Mart Acquisition and Digital Push Reshape Competitive Landscape

Lopia and Eslite Spectrum Boost Appeal through Premium Experiences

Chart 36 - Mia C'Bon Taps into Further Potential

Px Mart Leverages Digital Transformation to Strengthen Loyalty and Reach

Chart 37 - Px Mart Endeavors to Deliver More through E-Commerce

Chart 38 - Value Sales 2020-2030

WHAT'S NEXT?

Px Mart Extends Digital Reach to Counter Convenience Store Threat

Retailers Expand Affordable Private Label Amid Price Sensitivity

Sustainability Initiatives Align with Consumer Profit and Government Policy

Chart 39 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Px Mart Accelerates Expansion with Rt Mart Integration and Store Upgrades

Chart 40 - Analyst Insight for Supermarkets

Chart 41 - Company Shares 2025

Chart 42 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 43 - Economic Context for Supermarkets

Chart 44 - Real Gdp Growth 2020-2030

Chart 45 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 46 - Consumer Context for Supermarkets

Chart 47 - Population 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hypermarkets in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hypermarkets Summary

KEY INDUSTRY TRENDS

Chart 49 - Key Industry Trends for Hypermarkets

INDUSTRY PERFORMANCE

Uni-President Acquisition Reshapes Retail Landscape and Consumer Expectations

Carrefour Rebranding and Community Format Drive New Consumer Engagement

Chart 50 - Uni-President Acquired Carrefour in 2025, and a New Retailing Name Is Expected

Chart 51 - Carrefour Launched Its First Tea House in Its Community Store in 2025

Chart 52 - Value Sales 2020-2030

WHAT'S NEXT?

Costco Leverages Its Membership Model as Competitors Prioritise Smaller Formats

Retailers Adapt to Consumer Demands with Sustainability-Focused Assortments

Chart 53 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Uni-President and Px Mart Reshape Competitive Dynamics through Major Acquisitions
Chart 54 - Analyst Insight for Hypermarkets
Chart 55 - Company Shares 2025
Chart 56 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Hypermarkets
Chart 58 - Real Gdp Growth 2020-2030
Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Hypermarkets
Chart 61 - Population 2020-2030
Chart 62 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Small Local Grocers in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Small Local Grocers Summary

INDUSTRY PERFORMANCE

Younger Shoppers Drive Organic Product Demand Despite Inflation
Organic and Green Goods Attract Premium-Focused Consumers
Chart 63 - Value Sales 2020-2030

WHAT'S NEXT?

Leezen and Greenandsafe Deepen Loyalty through Digital and Experiential Strategies
Eco-Conscious Shoppers Drive Demand for Local and Sustainable Goods
Community Building and Digital Innovation Sustain Niche Product Growth
Chart 64 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Leezen Expands Digital and Local Ties to Sustain Leadership
Chart 65 - Analyst Insight for Small Local Grocers
Chart 66 - Company Shares 2025
Chart 67 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Small Local Grocers
Chart 69 - Real Gdp Growth 2020-2030
Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Small Local Grocers
Chart 72 - Population 2020-2030
Chart 73 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

General Merchandise Stores in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

General Merchandise Stores Summary

KEY INDUSTRY TRENDS

Chart 74 - Key Industry Trends for General Merchandise Stores

INDUSTRY PERFORMANCE

Big City Far Eastern Hsinchu Leverages Digital Upgrades to Maintain Consumer Engagement
Department Stores Struggle with Closures While Variety Stores Expand Their Appeal
Eslite Expands Cultural Spaces While E-Commerce Innovation Drives Recovery
Chart 75 - Big City Far Eastern Hsingchu Launched Multiple Waves of E-Commerce Upgrades in 2025
Chart 76 - Eslite Launched Its Brand New Tainan Branch in May 2025
Chart 77 - Value Sales 2020-2030
Chart 78 - Value Sales by Category 2025

WHAT'S NEXT?

Shin Kong Mitsukoshi Expands Point Ecosystem to Drive Digital Loyalty
Daiso Leverages Limited Editions to Sustain Variety Store Momentum
Community-Based Centres Redefine Neighbourhood Shopping Experiences
Chart 79 - Forecast Value Sales 2020-2030
Chart 80 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Far Eastern Capitalises on Shin Kong Outage to Accelerate Share Gains
Chart 81 - Analyst Insight for General Merchandise Stores
Chart 82 - Company Shares 2025
Chart 83 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 84 - Economic Context for General Merchandise Stores
Chart 85 - Real Gdp Growth 2020-2030
Chart 86 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 87 - Consumer Context for General Merchandise Stores
Chart 88 - Population 2020-2030
Chart 89 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Apparel and Footwear Specialists in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Apparel and Footwear Specialists Summary

KEY INDUSTRY TRENDS

Chart 90 - Key Industry Trends for Apparel and Footwear Specialists

INDUSTRY PERFORMANCE

Net Strengthens Consumer Loyalty through Community-Focused Initiatives
Chart 91 - Local Apparel Brand Net Continues to Deepens Its Relationship with Local Consumers

Adastria Drives Omnichannel Adoption to Meet Evolving Shopper Needs
Chart 92 - Overseas Company Adastria Uses Local 91App to Develop Omnichannel Potential
Chart 93 - Value Sales 2020-2030

WHAT'S NEXT?

E-Commerce Brands Expand In-Store to Capture Young Shoppers
Uniqlo and Net Build Loyalty through an Omnichannel Experience and Personalisation
Chart 94 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Uniqlo Expands Store Footprint and Strengthens Brand Loyalty through Innovation
Chart 95 - Analyst Insight for Apparel and Footwear Specialists
Chart 96 - Company Shares 2025
Chart 97 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 98 - Economic Context for Apparel and Footwear Specialists
Chart 99 - Real Gdp Growth 2020-2030
Chart 100 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 101 - Consumer Context for Apparel and Footwear Specialists
Chart 102 - Population 2020-2030
Chart 103 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Appliances and Electronics Specialists in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Appliances and Electronics Specialists Summary

KEY INDUSTRY TRENDS

Chart 104 - Key Industry Trends for Appliances and Electronics Specialists

INDUSTRY PERFORMANCE

Tsann Kuen Expands Product Portfolio to Address Changing Consumer Needs
Chart 105 - Tsann Kuen Added New Product Lines to Its Assortment in 2025, Such as Pet Care and Ai?Products
Panasonic Enhances In-Store Experiences to Boost Brand Engagement
Chart 106 - Panasonic's Brand Concept Store in Taipei Is Increasing Its Focus on Offering Experience-Based Activities
Chart 107 - Value Sales 2020-2030

WHAT'S NEXT?

E-Life Mall Partners with Furniture Players to Offset Real Estate Headwinds
Tsann Kuen Drives Growth by Prioritising Design and Novelty
Chart 108 - Forecast Value Sales 2020-2030

COMPETITIVE LANDSCAPE

Senao Reinforces Leadership as E-Life Mall Narrows the Gap
Chart 109 - Analyst Insight for Appliances and Electronics Specialists
E-Life Mall'S Agile Portfolio Strategy Fuels Rapid Share Gains
Chart 110 - Company Shares 2025
Chart 111 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 112 - Economic Context for Appliances and Electronics Specialists
Chart 113 - Real Gdp Growth 2020-2030
Chart 114 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 115 - Consumer Context for Appliances and Electronics Specialists
Chart 116 - Population 2020-2030
Chart 117 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Home Products Specialists in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 118 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Ikea and Deco Home Expand Reach as Demand Shifts outside Taipei
Chart 119 - Key Players Launch Different Retailing Spaces and Brands to Increase Visibility
Ikea Partners with Agri-Food Organisations to Boost Sustainability and Consumer Appeal
Chart 120 - Ikea Taiwan Partners with Taiwanese Agri-Food Organisations
Chart 121 - Value Sales 2020-2030
Chart 122 - Value Sales by Category 2025

WHAT'S NEXT?

Bao Cheng and Ikea Reshape Store Formats to Attract Younger Shoppers
Omnichannel Adoption and Localised Strategies Redefine Consumer Engagement
Chart 123 - Forecast Value Sales 2020-2030
Chart 124 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Intensifies Promotions as Working House Closes Its Physical Stores and Nitori Expands Reach
Chart 125 - Analyst Insight for Home Products Specialists
Chart 126 - Company Shares 2025
Chart 127 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 128 - Economic Context for Home Products Specialists
Chart 129 - Real Gdp Growth 2020-2030
Chart 130 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 131 - Consumer Context for Home Products Specialists
Chart 132 - Population 2020-2030
Chart 133 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Health and Beauty Specialists in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 134 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Cosmed and Watson'S Focus on High-Value Products Drives Sales
Pharmacies Maintain Dominance as Health and Personal Care Stores Surge
Cosmed'S Collaboration with Olive Young Redefines Retail Experience
Chart 135 - Local Players Have Been Actively Merging or Expanding in 2025
Chart 136 - Cosmed Opened Its Flagship Store in Collaboration with Olive Young in 2025
Chart 137 - Value Sales 2020-2030
Chart 138 - Value Sales by Category 2025

WHAT'S NEXT?

Community-Focused Specialists Diversify Offerings to Address Demographic Shifts
Pharmacies Retain Lead as Health and Personal Care Stores Accelerate Growth
Omnichannel Expansion and Digital Engagement Reshape Consumer Relationships
Chart 139 - Forecast Value Sales 2020-2030
Chart 140 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Watson'S Leverages Its Store Network and Local Ties to Extend Its Lead
Chart 141 - Analyst Insight for Health and Beauty Specialists
Great Tree and Your Chance Expand through Acquisition
Chart 142 - Company Shares 2025
Chart 143 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 144 - Economic Context for Health and Beauty Specialists
Chart 145 - Real Gdp Growth 2020-2030
Chart 146 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 147 - Consumer Context for Health and Beauty Specialists
Chart 148 - Population 2020-2030
Chart 149 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Vending in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Vending Summary

INDUSTRY PERFORMANCE

Smart Vending Operators Expand Food and Beverage Options to Capture Evolving Demand
Drinks and Tobacco Providers Maintain Dominance as Appliance Vending Surges in Innovation
Operators Introduce Value-Added Experiences as Digital Payments Reshape Consumer Expectations
Chart 150 - Value Sales 2020-2030

Chart 151 - Value Sales by Category 2025

WHAT'S NEXT?

Converge Smart Expands 24/7 Vending to Address Labour Shortages
Hey Song Drives Engagement with Interactive Ai Vending Experiences
Guangdian Technology Pioneers Energy-Saving Vending for Efficient Operations
Chart 152 - Forecast Value Sales 2020-2030
Chart 153 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uni-President Extends Its Dominance as Hey Song Strengthens Local Ties
Chart 154 - Analyst Insight for Vending
Chart 155 - Company Shares 2025
Chart 156 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 157 - Economic Context for Vending
Chart 158 - Real Gdp Growth 2020-2030
Chart 159 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 160 - Consumer Context for Vending
Chart 161 - Population 2020-2030
Chart 162 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Direct Selling in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Direct Selling Summary

KEY INDUSTRY TRENDS

Chart 163 - Key Industry Trends for Direct Selling

INDUSTRY PERFORMANCE

Amway Transforms Digital Experience to Reinforce Consumer Loyalty
Chart 164 - Amway Taiwan Rebuilt Its Digital Network to Further Consolidate Digital Experiences
Nutrition and Wellness Products Dominate as Foods Direct Selling Accelerates
Chart 165 - Value Sales 2020-2030
Chart 166 - Value Sales by Category 2025

WHAT'S NEXT?

Live Streaming Sellers Accelerate Digital Engagement and Reach Wider Audiences
Health and Beauty Brands Drive Growth as Foods Direct Selling Surges Ahead
Sustainability Commitments and Esg Initiatives Shape Consumer Trust and Brand Loyalty
Chart 167 - Forecast Value Sales 2020-2030
Chart 168 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Pro Partner Accelerates Growth with New Product Launches
Chart 169 - Analyst Insight for Direct Selling
Chart 170 - Company Shares 2025

Chart 171 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 172 - Economic Context for Direct Selling
Chart 173 - Real Gdp Growth 2020-2030
Chart 174 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 175 - Consumer Context for Direct Selling
Chart 176 - Population 2020-2030
Chart 177 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail E-Commerce in Taiwan, China

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Retail E-Commerce Summary

KEY INDUSTRY TRENDS

Chart 178 - Key Industry Trends for Retail E-Commerce

INDUSTRY PERFORMANCE

Px Mart Strengthens Omnichannel Offer to Challenge Digital Rivals
Chart 179 - Px Mart Launched Its Omo (Online-Merge-Offline) Strategy in 2025
Marketplace Platforms Drive Sales Gains as Others Stagnate
Chart 180 - Social Media Platforms Such as Instagram, Youtube, and Facebook Continued to Be a Primary Focus
Key Opinion Leaders and Social Platforms Accelerate Purchase Decisions and Rivalry
Chart 181 - Value Sales 2020-2030
Chart 182 - Value Sales by Category 2025

WHAT'S NEXT?

Shopee Accelerates Logistics to Capture Value-Focused Shoppers
Uni-President Leverages Omnichannel Data for Operational Advantage
Chart 183 - Forecast Value Sales 2020-2030
Chart 184 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Momo Replicates Live Shopping to Defend Top Spot as Coupang Accelerates with Rapid Delivery
Chart 185 - Analyst Insight for Retail E-Commerce
Chart 186 - Company Shares 2025
Chart 187 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 188 - Economic Context for Retail E-Commerce
Chart 189 - Real Gdp Growth 2020-2030
Chart 190 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 191 - Consumer Context for Retail E-Commerce
Chart 192 - Population 2020-2030
Chart 193 - Population by Generation 2025

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/retail-in-taiwan-china/report.