



Consumer Lifestyles in Taiwan

October 2026

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Taiwan 2026

PERSONAL TRAITS AND VALUES

Personal traits and values

Respondents take health and safety precautions when leaving the home

Time for myself is prioritised by Gen Z

Consumers feel that their identity is accepted by society

Consumers in Taiwan like to test new products and services

Gen Z say it is likely that they will experience greater happiness in the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Baby Boomers exercise in the home

Consumers in Taiwan go shopping for enjoyment

Respondents want relaxation when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Consumers in Taiwan take vitamins or supplements frequently

Millennials and Gen X state that eating in a restaurant is more convenient

Consumers in Taiwan cook or bake dishes themselves

Gen X are most likely to seek to reduce meat consumption

Taiwanese are ready to pay more for products that are premium or gourmet

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Baby Boomers want to work for a company that prioritises employee health and safety

Taiwanese seek to find employment that provides time for both personal and work life

Baby Boomers seek to make a substantial amount of money

Consumers in Taiwan expect to have flexible start and finish times

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Taiwanese participate in walking or hiking

Massage is the most popular stress-reduction measure among Millennials

Consumers think health and nutritional properties to be the most influential product feature

Gen X use apps to track health or fitness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Consumers in Taiwan enjoy discovering good deals

Baby Boomers like to visit shopping malls

Millennials seek products with labels that are easy to understand

Gen X make effort to support local suppliers

Taiwanese often share/swap items or services

Gen Z are most likely to write a review for a product or service
Millennials read consumer reviews online
Consumers expect to increase spending on health and wellness the most
Older generations are comfortable with their current financial situation
Shopping and spending survey highlights

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