



**Euromonitor
International**

Processed Fruit and Vegetables in Taiwan

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Processed Fruit and Vegetables in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Volume growth returns to a positive performance for processed fruit and vegetables

INDUSTRY PERFORMANCE

High prices persist and manufacturers consider profit margins, as consumers seek healthier options

Brands promote healthy benefits of frozen fruit and vegetables

Convenient cooking kits with beginner-friendly features gain attention in Taiwan

WHAT'S NEXT?

Rising significance of frozen processed good in a changing climate in Taiwan

Advancements in freezing technology modernise processed produce

Omnichannel strategies set to combine traditional retail with online grocery shopping

COMPETITIVE LANDSCAPE

General Mills Taiwan benefits from strong reputation of Green Giant brand

McCain sees strongest growth due to its offer of frozen processed potatoes

CHANNELS

Supermarkets remain key outlets, thanks to offering wide ranges of shelf stable, chilled, and frozen products

Warehouse clubs grows from a low base, thanks to popularity of Costco

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Staple Foods in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Stable demand for staple foods supports a positive performance

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Post-pandemic foodservice-retail split shaped by evolving consumer preferences and targeted on-trade offerings

Specialised occasion consumption, social media marketing, and health and wellness trends drive sales

Manufacturers offer a growing range of smaller pack sizes

WHAT'S NEXT?

Ongoing flat-positive volume growth supported by baseline demand, while a focus on locality will continue

Innovations to focus on new flavours, cross-category collaborations, and healthier options
Retail e-commerce to develop further in line with online marketing strategies

COMPETITIVE LANDSCAPE

Staple foods is an overall fragmented category, with strong competitive innovation
Calbee Taipei Co benefits from success of Fruga brand in breakfast cereals

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Distribution channels adapt to meet evolving consumer demands
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