Euromonitor International

Rice, Pasta and Noodles in Taiwan

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Rice, Pasta and Noodles in Taiwan - Category analysis

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2025 DEVELOPMENTS

Rice, pasta, and noodles maintain steady growth due to stable baseline demand

INDUSTRY PERFORMANCE

Sustained demand supports overall growth, with pasta on the rise alongside traditional rice and noodles
Smaller packaging solutions address needs of smaller households
Instant noodle players embrace traditions and innovations to offer diverse options

WHAT'S NEXT?

Food consumption trends will continue influencing product sales and category performance
E-commerce will continue to grow for sales of staple foods
Expansion of instant noodles suggests healthier and more diversified offerings over the forecast period

COMPETITIVE LANDSCAPE

Uni-President benefits from its strong position in noodles
Sing-Lin Foods benefits from baseline demand for traditional plain noodles

CHANNELS

Supermarkets and hypermarkets remain important for sales
Retail e-commerce sees strongest growth, in line with overall trends

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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 Frugra brand in breakfast cereals

CHANNELS

Distribution channels adapt to meet evolving consumer demands
Retail e-commerce sees strongest growth, aligned with omnichannel strategies and influencer marketing

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