Euromonitor International

Savoury Snacks in Taiwan, China

September 2026

Table of Contents

Savoury Snacks in Taiwan, China - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Savoury Snacks Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Savoury Snacks

INDUSTRY PERFORMANCE

Value Growth Remains Strong Despite Slowing Volume Demand

Stapling of Snacks Drives Demand for Filling Everyday Options

Chart 2 - Lay's Fish and Chips

Consumers Seek Bolder and More Authentic Spicy Flavour Experiences

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Flavour Innovation and Premium Positioning Set to Sustain Value Growth

Health-Focused Innovation Expected to Reshape Future Consumption Patterns

Chart 6 - Analyst Insight for Savoury Snacks

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lian Hwa Foods Strengthens Its Lead as Concentration Increases

Local Relevance and Execution Support Continued Share Gains

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Convenience Stores Remain the Dominant Route to Purchase

Omnichannel Strategies Reshape Retail Engagement

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Health and Naturalness Reshape New Product Development

Local Ingredient Provenance and Seasonal Launches Build Brand Relevance

Innovation Drives Premiumisation and Sustained Commercial Value

ECONOMIC CONTEXT

Chart 12 - Economic Context for Savoury Snacks

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Savoury Snacks

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Snacks Continues to Outperform Broader Food Spending in Taiwan

Snacks Become Everyday Meal Solutions

Chart 19 - Viva+ Nutritional Snacks

Insight-Driven Innovation Turns Cultural Moments into Purchases

Chart 20 - Oreo and Bts Collaboration

Chart 21 - Value Sales 2021-2031

Chart 22 - Value Sales by Category 2026

WHAT'S NEXT?

Supermarkets Expected to Benefit From More Frequent Purchasing Patterns

Agile Innovation Set to Become Essential in a Fast-Changing Consumer Environment

Localisation and Compliance to Strengthen Long-Term Competitiveness

Chart 23 - Analyst Insight for Snacks

Chart 24 - Forecast Value Sales 2021-2031

Chart 25 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Lian Hwa Foods Extends Lead as Rivals Lose Ground

Chart 26 - Company Shares 2026

Chart 27 - Brand Shares 2026

CHANNELS

Convenience Stores Retain Leadership as Shopping Missions Diverge

E-Commerce Expands through Value, Assortment and Product Discovery

Retail Channels Benefit From Changing Consumption Habits

Chart 28 - Retail Channels 2021-2026

PRODUCTS

Premiumisation and Functional Ingredients Redefine Snacks

Cross-Category Collaboration and Seasonal Launches Accelerate the Pace of New Products

Channel Growth Confirms That Innovation Directly Converts into Incremental Revenue

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

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/savoury-snacks-in-taiwan-china/report.