



Euromonitor
International

Cooking Ingredients and Meals in Taiwan

February 2026

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Cooking Ingredients and Meals in Taiwan

EXECUTIVE SUMMARY

Cooking ingredients and meals sees growth in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth across metrics for cooking ingredients and meals in 2025

Health and wellness trend continues apace, driving new product development

WHAT'S NEXT?

Innovation set to continue driving sales in the years ahead

Partnerships are increasingly likely as demand for authenticity and quality grows

Local ingredients and cuisines set to feature highly on the menu

COMPETITIVE LANDSCAPE

Retailers dominate the competitive landscape

Evolution in line with health trends benefits specialist brands

CHANNEL DEVELOPMENTS

Supermarkets maintains its leading position

Restaurants increasingly offer ready meals for consumers to enjoy quality dining at home

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Growth across metrics for edible oils in 2025

INDUSTRY PERFORMANCE

Increasing health consciousness has expanded variety of edible oils available in Taiwan

Rising olive oil prices drive consumers to look for alternatives

WHAT'S NEXT?

Premium olive oil consumption likely to increase with more varieties and upgraded quality
Niche edible oils set to see rising popularity
Sustainability efforts may see increased partnerships

COMPETITIVE LANDSCAPE

Tai Sun maintains its lead in a consolidated landscape
Smaller brands gain traction by offering novelty and high-quality nutritional profiles

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2025 DEVELOPMENTS

Premium flavours and convenience drive growth in Taiwan's meals and soups in 2025

INDUSTRY PERFORMANCE

Slow down for meals and soups amid changing consumption habits in Taiwan
Expansion of premium meal options for home cooking

WHAT'S NEXT?

Ready meals players will continue to prioritise flavour balance and nutritional quality
Niche brands expected to revamp the appearance of ready meals
Leading restaurants and online platforms will continue serving as channels for ready meals

COMPETITIVE LANDSCAPE

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2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Slowdown in volume growth as consumers dine out more frequently

Growing focus on food safety and natural ingredients in Taiwan

Popularity of small packaging condiments and sauces increases, providing enhanced freshness and convenience

WHAT'S NEXT?

Food sourcing and sustainable development will shape local brand strategies

Cultural integration will increasingly shape local cuisine

Players will cater to a younger audience through easy-to-use seasonings

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KEY DATA FINDINGS

2025 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Sweet spreads registers growth across metrics in 2025

Honey-based products gain popularity and expand in convenience stores

Miniature glass packaging effectively aligns with consumer expectations for freshness and sustainability

WHAT'S NEXT?

Buoyant outlook as local consumers continue to value natural ingredients and organic options

Organic and artisanal sweet spreads gain momentum

Local producers diversify with branded, locally-sourced fruit spreads

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CHANNELS

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