



**Euromonitor
International**

Processed Meat, Seafood and Alternatives To Meat in Taiwan

February 2026

KEY DATA FINDINGS

2025 DEVELOPMENTS

Processed meat, seafood, and alternatives to meat returns to positive volume growth

INDUSTRY PERFORMANCE

Foodservice-retail split seen reflected in sales of processed meat, seafood, and alternatives to meat

Health and wellness trends influence consumer preferences in meat, seafood, and alternatives to meat

Vegetarian offerings have gained momentum with innovative product launches

WHAT'S NEXT?

More diversified products expected over the forecast period

Vegetarian restaurants continue to plant-based food culture in Taiwan

Continuous expansion in e-commerce is important to boost sales for independent brands in Taiwan

COMPETITIVE LANDSCAPE

Charoen Pokphand Enterprise maintains its lead thanks to strong lead in chilled processed poultry

Jane Jane brand benefits from its offer of processed, ready-to-eat seafood snacks

CHANNELS

Supermarkets remains key channel for sales, while online players are more active with marketing

Rise of vending supports dynamic growth in other non-grocery retailers

CATEGORY DATA

Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2020-2025

Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2020-2025

Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2020-2025

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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

MARKET DATA

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Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-taiwan/report.