Euromonitor International

Meals and Soups in Taiwan

February 2026

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Meals and Soups in Taiwan - Category analysis

KEY DATA FINDINGS

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

President Chain Store Corp leads thanks to the success of its 7-Eleven outlets

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More brands penetrate meals and soups through online marketing
FamilyMart expands outlets and floor space

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Cooking Ingredients and Meals in Taiwan - Industry Overview

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

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