Euromonitor International

Consumer Lifestyles in Taiwan

June 2025

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CONSUMER LANDSCAPE

Consumer landscape in Taiwan 2025

PERSONAL TRAITS AND VALUES

Personal traits and values
Respondents feel concerned that the cost of everyday items is going up
All generations prioritise time for themselves
Consumers feel it is important to experience cultures other than their own
Older generations value real world experiences
Younger generations believe they will be happier in the future
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Hobbies: Most popular among Gen Z as a home activity
Consumers enjoy shopping as a leisure activity
Energy efficiency: Most desired home feature by Baby Boomers
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Taiwanese consumers seek a safe destination when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
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Consumers are ready to pay more for products with superior taste
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Employee health and safety remains a top work priority amongst all generations
Consumers desire to have a job that allows for a strong work-life balance
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Consumers in Taiwan expect to have flexible start and finish times
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Consumers in Taiwan participate in walking or hiking
Millennials place highest importance on massage as a stress-reduction activity
Respondents think health and nutritional properties is the most influential product feature
Many Millennials own fitness wearables
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers like to find bargains
Older generations like to visit shopping malls
Baby Boomers look for personalised shopping experiences

Gen X most likely to repair items instead of buying new models
Consumers in Taiwan often sell used or second-hand items
Younger generations often engage with customer support agents via social media channels
Consumers in Taiwan highly trust friends and family recommendations
Consumers in Taiwan expect to spend more on health and wellness
Millennials are concerned about their current monetary status
Shopping and spending survey highlights

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