



**Euromonitor
International**

Baked Goods in Taiwan

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of baked goods remain positive, thanks to strong baseline demand

INDUSTRY PERFORMANCE

Diversified innovation and a focus on nutrition focus support sales

Artisanal players benefit from omnichannel strategies of social media marketing and pop-up stores

WHAT'S NEXT?

Innovative strategies embrace unique flavours offered and cross-industry collaborations

Global flavours to delight local consumers, with international brands expanding in Taiwan

Rise of gluten-free bakery culture in Taiwan

COMPETITIVE LANDSCAPE

Independent bakeries stand out in Taiwan, supporting strength of artisanal

Private label PX Mart sees strongest growth

CHANNELS

Food/drink/tobacco specialists lead due to popularity of small independent bakeries

Retail e-commerce sees strongest growth, aligned with omnichannel strategies and influencer marketing

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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 Fruga 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

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