



Euromonitor
International

Breakfast Cereals in Taiwan

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Breakfast Cereals in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth for breakfast cereals, with consumption increasing despite high unit prices

INDUSTRY PERFORMANCE

Increasing number of consumers opt for breakfast cereals over bread for their morning meal

Sugar-free breakfast cereals remain as key for health-conscious lifestyle

New flavours continued to appeal to Taiwanese consumers

WHAT'S NEXT?

Breakfast cereals will maintain positive and relatively stable growth

E-commerce expands the variety and convenience of breakfast cereals

Diversified oatmeal choices to meet growing demand for low GI options

COMPETITIVE LANDSCAPE

Quaker maintains strong lead in breakfast cereals

Calbee Taipei Co benefits from success of Frugra brand in breakfast cereals

CHANNELS

Supermarkets remain key for breakfast cereals, thanks to wide product ranges and omnichannel strategies

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

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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

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