



**Euromonitor
International**

Edible Oils in Taiwan

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Edible Oils in Taiwan - Category analysis

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2025 DEVELOPMENTS

Growth across metrics for edible oils in 2025

INDUSTRY PERFORMANCE

Increasing health consciousness has expanded variety of edible oils available in Taiwan

Rising olive oil prices drive consumers to look for alternatives

WHAT'S NEXT?

Premium olive oil consumption likely to increase with more varieties and upgraded quality

Niche edible oils set to see rising popularity

Sustainability efforts may see increased partnerships

COMPETITIVE LANDSCAPE

Tai Sun maintains its lead in a consolidated landscape

Smaller brands gain traction by offering novelty and high-quality nutritional profiles

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Supermarkets and hypermarkets collectively dominate distribution

E-commerce benefits from offering lower prices, delivery and a wide range of products

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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

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Evolution in line with health trends benefits specialist brands

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