

Megatrends in Taiwan

Market Direction | 2022-12-09 | 58 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Taiwan.

Euromonitor's Megatrends in Taiwan report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Megatrends market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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The drivers shaping consumer behaviour
Megatrends framework
Businesses harness megatrends to renovate, innovate and disrupt
Digital living
Chatime appeals to Gen Z with Pokemon Go tie-in
Video gaming remains highly popular in Taiwan
Taiwanese consumers are wary of online privacy
Millennials are keenest to share data in return for personalised offers
Family and friends remain the most trusted source of information
Return to face-to-face activities expected post-pandemic
Experience more
Experience-booking platform FunNow will expand into new categories
Real world experiences are still the most cherished
Socialising has shifted online post-pandemic
Holidaymakers prioritise relaxation and outdoor activities
Millennials are the most eager to resume face-to-face activities
Middle class reset
Atome expands its BNPL offering through partnership with ETMall
Millennials are the biggest bargain-seekers
Repurposing continues to gain traction
Baby Boomers are turning to pre-owned items to save money
Premiumisation
% Arabica launches its premium coffee concept in Taiwan
Convenience is key for Taiwan's busy consumers
Older consumers are confident in their investments
Health and nutritional properties are the most desirable feature in food and drink
Shifting market frontiers
Taiwan's TiSpace continues its quest to bring space into the mainstream
International products are readily available in Taiwan
Gen X are the most supportive of local products and businesses
Shopping reinvented
Coupang caters to Taipei's time-pressed consumers with ultra-fast grocery delivery service
M-commerce is still the least common way to shop across most categories
Taiwanese consumers have little online interaction with brands
Millennials are the most likely to engage in social commerce activities
Sustainable living
McDonald's aims to reduce plastic waste with bring-your-own cup initiative
Taiwanese are more actively involved in politics/social issues than their global counterparts
Reducing food waste is the top environmental concern
Consumers are keen to make their voice heard
Biodegradable and recyclable packaging are seen as most sustainable
Wellness
Greece's Korres launches its clean, natural, plant-based beauty brand in Taiwan
The vast majority of Millennials regularly take health supplements
Massage is the most common way to relieve stress
Millennials have embraced health tech
Consumers remain cautious about health and safety post-pandemic

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