

## **Consumer Lifestyles in Taiwan**

Market Direction | 2024-06-10 | 55 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations, and aligning them with broader trends.

Euromonitor's Consumer Lifestyles 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 Consumer Overview 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.

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Scope

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## Consumer landscape in Taiwan 2024

### Personal traits and values

Consumers in Taiwan feel the pinch of rising unit prices

Younger generations prioritising time for themselves

Taiwanese consumers feel it is important to experience cultures other than their own

Consumers open to exploring new brands after doing their own research

The youth are feeling the most positive about their life outlook

Personal traits and values survey highlights

### Home life and leisure time

Among frequency of household activities in Taiwan, indoor exercising remains high

Gen Z consumers spend the most time on leisure activities online

Smart home functionality - most desired home feature by Gen Z consumers

Proximity to public transport a desired home feature for all generations

Consumers in Taiwan desire to relax and unwind when travelling

Home life and leisure time survey highlights

### Eating and dietary habits

Taiwanese actively using vitamins and supplements to manage their health and weight

Millennials state they neither have the time nor the confidence to prepare their own meals

Taiwanese consumers typically prepare their own meals at least weekly

Baby boomers more likely to be vegan or vegetarian

Health and nutritional properties are the main feature consumers are willing to pay more for

Eating and dietary habits survey highlights

### Working life

Taiwanese workers prefer working with like-minded individuals

A strong separation between work and personal life remains highly desired

Younger generations predominantly driven by earning a competitive salary

Taiwanese consumers desire to have flexible working hours

Working life survey highlights

### Health and wellness

Walking or hiking at least weekly is the most frequent exercise routine

All generations taking active measures to reduce stress and manage their mental wellbeing

Health and nutritional properties remain the most influential product feature

Gen X most actively using technology to manage their health and wellness

Health and wellness survey highlights

### Shopping and spending

Taiwanese consumers always on the lookout for the best price

Younger generations like to browse in stores even if they do not need to buy anything

Baby boomers drawn to personalised goods and experiences

Supporting local Taiwanese sourced goods and owned stores is important to all generations

Taiwanese often share/swap items or services

Gen Z consumers most actively engaging with brands or companies online

Consumers primarily trust feedback on brands and products from friends and family

Younger generations intending to build their savings

Millennials show highest concern about their current financial position

Shopping and spending survey highlights

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