

## **Consumer Values and Behaviour in Taiwan**

Market Direction | 2024-06-06 | 58 pages | Euromonitor

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### **Report description:**

This report visually explores everyday habits and behaviours which reflect consumers' beliefs and values, linking behavioural trends with purchase and consumption habits.

Euromonitor's Consumer Values and Behaviour 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 Values 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

Consumer values and behaviour in Taiwan

Consumers in Taiwan consistently feel the weight of expectations to accomplish various tasks

Baby boomers make sure to take safety measures before stepping out of their homes

Taiwanese consumers carry out in-depth studies on the products and services they consume

Gen Z are driving the experience to try and explore new product and service offerings

Taiwanese consumers are not feeling that optimistic about the future

Over half of Gen Z consumers believe they will be happier and stronger financially

Baby boomers prove to be most active in the frequency of home activities

Safe location is the most appreciated home feature among Taiwanese households

Consumers prefer to prepare meals for themselves

Taiwanese consumers assert that they are unable to cook due to their busy schedules

Younger consumers are most likely to mention not having time to cook as a barrier

Gen Z consumers are particularly concerned about identifying healthy ingredients

Work-life balance of greatest importance for new working professionals

Consumers in Taiwan primarily desire to ensure stability in their careers

Consumers say they maintain a clear separation between their professional and personal lives

Taiwanese consumers enjoy socialising with friends online at least weekly

Baby boomers are most loyal in going to support their sports teams

Value for money as a feature of much less concern to Taiwanese compared to global average

Unwinding when travelling is the most important feature for Gen Z and millennial travellers

Running or jogging at least weekly remains the most frequent exercise habit

Gen Z are most active in walking or hiking on a weekly basis

Baby boomers are taking active measures to reduce stress and maintain mental wellbeing

Taiwanese consumers are concerned about climate change

Consumers are actively striving for eco-friendly and sustainable habits

Taiwanese consumers are motivated to utilise packaging that is environmentally sustainable

Taiwanese consumers give financial aid to non-profit organisations and charities

Taiwanese consumers love searching for discounts

Middle-aged consumers are more likely to be won over by bargains

Consumers in Taiwan attempt to adopt a minimalist way of living

Baby boomers are most likely to look for and buy private label and low-cost solutions

Consumers in Taiwan are drawn to digital platforms for streaming content online

Spending on health and wellness to be prioritised over the next 12 months

Older generations are set to lead expenditure on health and wellness

Taiwanese consumers are capable of routinely putting away a portion of their salary

Younger generations are better positioned to build their savings

Gen Z are expected to increase their savings and reduce their expenditure the most

Consumers in Taiwan proactively oversee the sharing of data and privacy preferences

Over half of Gen Z deem it important to cultivate their personal brand

Nearly half of Taiwanese consumers update their social networks almost daily

Baby boomers spend the least amount of time on online activities

Gen X are using tools such as online price comparison sites to ensure affordability

Taiwanese consumers show support for companies by following their social media updates

Gen Z are the most active in interacting with companies online

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