

## **Taiwan: Consumer Profile**

Market Direction | 2025-01-16 | 45 pages | Euromonitor

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### **Report description:**

Taiwan's consumer landscape is shifting with an ageing population, urbanisation, and rising environmental awareness. By 2040, seniors will dominate demographics, driving demand for eldercare and wellness. Millennials and Gen Z, facing rising living costs, prioritize compact urban living and digital lifestyles. A shift toward sustainability highlights evolving consumer values, with innovation shaping market opportunities despite economic pressures.

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Euromonitor's Taiwan: Consumer Profile 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 Economy 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

Key findings

Key drivers affecting consumers in Taiwan in 2023

How developments today shape the consumers of tomorrow

Ageing population and declining birth rate

Taiwanese consumers prioritise health supplements more than the global average

Millennials remain key drivers of Taiwan's consumer market despite population decline

Urbanisation accelerates as Taiwan's working-age population declines

Opportunities for growth

Smaller families and child-free households gain prominence

Consumers prioritise the availability of public transport and indoor parking

Ageing household heads and more female household heads than elsewhere in Asia Pacific

Already technologically savvy consumers set to be even more connected by 2040

A quarter of consumers plan to cut spending as transport expenditure rises most

Older generations drive spending growth on health and travel in Taiwan

Disposable income growth to fuel demand for premium goods

Taipei to remain the largest market though other cities will see faster growth

Key findings of the consumer survey

Health properties and quality drive willingness to pay especially among Generation Z

Frugal habits emerge as Taiwanese consumers prioritise bargains in line with global trends

Generation X and Millennials displays highest overall engagement in green activities

Savings and emergency funds reflect strong financial habits

Both youth unemployment rate and gender employment gap above 10%

Key takeaways

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