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Taiwan Retail - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 150 pages | Mordor Intelligence

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Report description:

Taiwan Retail Market Analysis

Taiwan retail market size in 2026 is estimated at USD 123.66 billion, growing from 2025 value of USD 119.26 billion with 2031 projections showing USD 148.17 billion, growing at 3.69% CAGR over 2026-2031. Robust purchasing power, high urban density, and rapid digitalization sustain steady value growth even as volume expansion plateaus. Mergers such as PX Mart's TWD 11.5 billion (USD 358.8 million) takeover of RT-Mart demonstrate how consolidation fortifies bargaining strength with suppliers and streamlines last-mile logistics. Dense convenience-store networks-6.98 outlets per 10,000 residents-act as ready-made fulfillment hubs, creating a formidable omnichannel ecosystem that online-only players struggle to match . Demographic aging simultaneously restrains labor supply yet expands demand for health-oriented products and services, prompting retailers to invest in AI-driven process automation and elder-friendly merchandising. Meanwhile, regulatory vigilance-exemplified by the Fair Trade Commission's block of Uber's USD 950 million Foodpanda acquisition-signals that future market share gains will hinge more on service innovation than on headline-grabbing acquisitions.

Taiwan Retail Market Trends and Insights

Convenience-store Density & O2O Ecosystems

Taiwan's convenience-store leaders, such as 7-Eleven and FamilyMart, have evolved into digital hubs that handle financial services, parcel collection, and prepared foods while feeding real-time transaction data into AI inventory engines. President Chain

Store's 7-Eleven network operated 6,859 outlets in 2024, averaging TWD 30.1 million (USD 940,000) sales per store and offering same-day delivery to nearly every urban household. Fujitsu-backed pilots employ blockchain payments and computer-vision shelf monitoring to minimize shrinkage and automate replenishment . These capabilities reinforce the Taiwan retail market's omnichannel strength by fusing offline convenience with online reach.

Mobile-First E-Commerce & Digital Payments Boom

Digital wallets and contactless cards processed TWD 8.3 trillion (USD 258.96 billion) in 2024 transactions, a 14.2% jump as smartphone penetration neared 90% and livestream shopping became mainstream . The Financial Supervisory Commission's target of TWD 10 trillion (USD 312 billion) by 2026 reflects systematic digitization across retail touchpoints. Mobile-first platforms leverage Taiwan's 90% smartphone penetration to create seamless shopping experiences, with livestream commerce emerging as a critical conversion channel where 73% of online shoppers engage with video content. Shopee dominates with 62% livestream preference share, followed by Facebook at 36%, indicating social commerce integration drives incremental sales rather than channel substitution. This mobile-centric approach enables micro-targeting capabilities that traditional retail formats cannot match, particularly for impulse purchases during peak evening hours between 8-10 PM.

Store-Saturation Cannibalization Risk

Taiwan's retail density approaches physical limits with convenience store count exceeding 13,706 outlets, creating one store per 1,703 people. This saturation triggers cannibalization effects where new store openings primarily redistribute existing demand rather than generating incremental sales growth. 7-Eleven's expansion beyond 7,000 stores in 2025 demonstrates continued network growth despite diminishing returns on individual locations. Market leaders respond by shifting focus from store count to same-store sales optimization through technology deployment, including smart vending machines and unmanned store formats that reduce labor costs while maintaining market presence. The challenge intensifies in urban cores where rental costs continue rising while foot traffic patterns shift toward suburban shopping centers and online channels.

Other drivers and restraints analyzed in the detailed report include:

Ageing Population Spurs Health-Oriented Retail DemandRetail Consolidation Rewrites Supplier TermsLabour Shortages & Rising Wage Floor

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Food, beverage & tobacco remained the largest category, capturing 42.10% of Taiwan retail market share in 2025 as consumers favored ready-to-eat meals and premium coffee offerings. Electronic & Household Appliances are forecast to post an 8.05% CAGR through 2031, the swiftest pace among product lines. The rise of AI-enabled air purifiers and smart cooking gadgets underpins this trajectory, lifting the Taiwan retail market size for the segment well above historical averages. Personal Care & Household products benefit from the aging demographic, driving growth in adult diapers, low-allergen detergents, and vitamin supplements. Meanwhile, Apparel, Footwear & Accessories confront margin pressure from cross-border fast fashion yet still log mid-single-digit growth by leaning on domestic designers and sustainable fibers. Furniture, Toys & Hobby products gain from urban renovation trends as city dwellers maximize small-space living. Industrial & Automotive categories remain stable, their outlook tied to electric-vehicle accessory demand rather than gasoline-engine maintenance.

Over the next five years, retailers will cluster premium health SKUs adjacent to daily staples to entice impulse purchases and maximize basket value. Product localization accelerates as authorities push a 10% domestic ingredient mandate for silver-friendly foods, aiding local farmers and shortening supply chains. Omnichannel merchandising delivers click-and-collect flexibility, letting shoppers test home-electronics bundles in-store before finalizing digital payments. Private labels broaden into high-protein snacks and eco-detergents, keeping price-sensitive consumers loyal amid cost inflation. This category diversification fortifies resilience in the Taiwan retail market against isolated demand shocks such as tariff hikes or tourism slowdowns.

The Taiwan Retail Market Report is Segmented by Product Type (Food, Beverage, Other and Tobacco Products, Personal Care and Household Care, Apparel, Footwear, and Accessories, Furniture, Toys, and Hobby, Industrial and Automotive, and Other), Retail Channel (Traditional Mom and Pop Retail, and Other), Format (Hypermarkets, Supermarkets, and Other). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

PX Mart President Chain Store (7-Eleven) FamilyMart Taiwan Carrefour Taiwan Costco Taiwan Simple Mart Momo.com Shopee Taiwan PChome Online Eslite Spectrum Far Eastern SOGO Shin Kong Mitsukoshi RT-Mart (Great PX) Hi-Life OK-Mart Sunfar 3C Tsann Kuen 3C CitySuper Taiwan Miramar Department Store Wowprime Group

Additional Benefits:

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3 months of analyst support

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