



Euromonitor  
International

# Consumer Foodservice in Taiwan

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Cafés/Bars in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

The rise of the flexible workforce fuels demand for late-night bars and cafés  
Starbucks retains its lead and launches its circular cup initiative to promote sustainability  
Open concept bars surge in popularity among young adults in Taiwan

PROSPECTS AND OPPORTUNITIES

Cafés, bars, and nightclubs merge as the amount of hybrid venues is set to rise  
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Full-Service Restaurants in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Full-service restaurants focus on unique and engaging concepts to boost growth
- Signature meal kits are bringing restaurant-quality dishes to home kitchens
- Restaurants embrace automation to combat labour shortages and rising costs

PROSPECTS AND OPPORTUNITIES

- Taiwan's fine dining scene is expected to drive ongoing growth in full-service restaurants
- Restaurants are expected to implement collaborations and feature guest chefs
- The rise of everyday influencers will continue, driving recommendations for full-service restaurants

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- 7-Eleven and FamilyMart offer gourmet collaborations in Taiwan's convenience stores
- Limited-service operators optimise the dining experience with digital support
- Pizza Hut and Sushi Express merge food with entertainment and lifestyle

PROSPECTS AND OPPORTUNITIES

- Chained limited-service restaurants are set to invest in sustainable practices
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## Self-Service Cafeterias in Taiwan

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#### 2024 DEVELOPMENTS

The buffet format supports sales, however, retail value declines as outlet numbers remain static

Buffet brands offer value and variety to capture consumer interest

IKEA launches Taiwan-exclusive dishes to offer local flavours to consumers

### PROSPECTS AND OPPORTUNITIES

The ongoing rise of premium buffets and healthier options is expected to drive growth

Unmanned stores are set to rise, offering low cost, trendy options

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## Street Stalls/Kiosks in Taiwan

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Beverage brands implement cross-industry collaborations which drive sales through street stalls/kiosks

Taiwan bans single-use plastic cups, impacting services from street stalls/kiosks

Government initiatives revitalise the night markets in central Taiwan, supporting sustainability

### PROSPECTS AND OPPORTUNITIES

Modernising stalls is set to enhance safety and attract loyal customers

Hand-shaken beverages are expected to transform Taiwan's market with unique offerings

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Restaurants embrace diverse delivery platforms to meet consumers evolving needs

Hybrid destinations merge dining, fashion, and fitness for the social media generation

Taiwan's hotels elevate dining experiences to attract non-guests

#### PROSPECTS AND OPPORTUNITIES

Ongoing labour shortages will challenge Taiwan's restaurant industry

Smart kitchens are expected to transform the restaurant industry amid rising costs

A rise of exclusive and upscale banquets will be seen across the forecast period

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