



# Consumer Lifestyles in Taiwan

June 2025

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Consumer landscape in Taiwan 2025

## PERSONAL TRAITS AND VALUES

Personal traits and values

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Consumers feel it is important to experience cultures other than their own

Older generations value real world experiences

Younger generations believe they will be happier in the future

Personal traits and values survey highlights

## HOME LIFE AND LEISURE TIME

Home life and leisure time

Hobbies: Most popular among Gen Z as a home activity

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Energy efficiency: Most desired home feature by Baby Boomers

Proximity to public transport: Most desired neighbourhood feature for older generations

Taiwanese consumers seek a safe destination when travelling

Home life and leisure time survey highlights

## EATING AND DIETARY HABITS

Eating and dietary habits

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Gen Z most likely to order for delivery based on convenience

Gen X typically eat snacks at home

Older generations more likely to be vegetarian

Consumers are ready to pay more for products with superior taste

Eating and dietary habits survey highlights

## WORKING LIFE

Working life

Employee health and safety remains a top work priority amongst all generations

Consumers desire to have a job that allows for a strong work-life balance

Gen X want a sense of security in their careers

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Working life survey highlights

## HEALTH AND WELLNESS

Health and wellness

Consumers in Taiwan participate in walking or hiking

Millennials place highest importance on massage as a stress-reduction activity

Respondents think health and nutritional properties is the most influential product feature

Many Millennials own fitness wearables

Health and wellness survey highlights

## SHOPPING AND SPENDING

Shopping and spending

Consumers like to find bargains

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Baby Boomers look for personalised shopping experiences

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Younger generations often engage with customer support agents via social media channels  
Consumers in Taiwan highly trust friends and family recommendations  
Consumers in Taiwan expect to spend more on health and wellness  
Millennials are concerned about their current monetary status  
Shopping and spending survey highlights

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