



Euromonitor  
International

# Consumer Values and Behaviour in Taiwan

June 2025

Table of Contents

Scope

## HIGHLIGHTS

Consumer values and behaviour in Taiwan

## PERSONAL TRAITS AND VALUES

Consumers in Taiwan have complex ideals, preferences and concerns

Gen X are most troubled by the escalating expenses associated with everyday goods

Taiwanese enjoy experimenting with new goods and services

Baby Boomers only buy from companies and brands that they trust completely

Consumers in Taiwan say it is likely that they will experience greater happiness in the future

Younger generations foresee an increase in their financial well-being

## HOME LIFE

While at home, consumers in Taiwan exercise

Safe location: The most desired home feature

## COOKING AND EATING HABITS

Consumers prefer to cook or bake for themselves

Consumers say that choosing to eat at a restaurant is a more hassle-free alternative

Gen Z would rather allocate their time to pursuits other than cooking

Taiwanese look for healthy ingredients in food and beverages

## WORKING LIFE

Younger generations expect to determine their own timetable

Taiwanese primarily desire to have job security

Taiwanese say they have a strict boundary between work and personal life

## LEISURE

Consumers prefer interacting with their friends virtually

Younger generations prefer socialising with friends in person

Consumers' top travel consideration - secure location

Older generations expect convenient travel options when on vacation

## HEALTH AND WELLNESS

Consumers in Taiwan participate in walking or hiking

Older generations participate in walking or hiking

Consumers in Taiwan are interested in massages

## SUSTAINABLE LIVING

Consumers in Taiwan are worried about climate change

Consumers actively working towards greener and more sustainable practices

Consumers in Taiwan motivated to use sustainable packaging

Consumers refuse to support brands that do not align with their values and beliefs

## SHOPPING

Taiwanese like to find bargains

Baby Boomers visit stores that offer loyalty programs or memberships

Consumers try to lead a minimalist lifestyle and do not buy new items unless necessary

Older generations select holiday locations based on the standard of retail stores available

Consumers subscribe to streaming platforms on the internet

## SPENDING

Taiwanese expect to increase spending on health and wellness

Older generations foresee increasing spending on groceries the most  
Taiwanese are able to regularly save a portion of their income  
Baby Boomers are content with the situation of their finances  
Millennials expect to increase money saving the most

## TECHNOLOGY

Consumers are proactive in managing data sharing and privacy settings  
Younger generations say it is important to foster their online identity  
Consumers in Taiwan frequently visit or update social networking sites  
Younger generations regularly check their personal banking information  
Younger generations actively look at reviews when buying goods or services  
Consumers in Taiwan follow or like companies' social media feed or posts  
Younger generations regularly share or retweet products they bought online

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-values-and-behaviour-in-taiwan/report](http://www.euromonitor.com/consumer-values-and-behaviour-in-taiwan/report).