



# Consumer Values and Behaviour in Taiwan

June 2024

Table of Contents

Scope

## HIGHLIGHTS

Consumer values and behaviour in Taiwan

## PERSONAL TRAITS AND VALUES

Consumers in Taiwan consistently feel the weight of expectations to accomplish various tasks

Baby boomers make sure to take safety measures before stepping out of their homes

Taiwanese consumers carry out in-depth studies on the products and services they consume

Gen Z are driving the experience to try and explore new product and service offerings

Taiwanese consumers are not feeling that optimistic about the future

Over half of Gen Z consumers believe they will be happier and stronger financially

## HOME LIFE

Baby boomers prove to be most active in the frequency of home activities

Safe location is the most appreciated home feature among Taiwanese households

## COOKING AND EATING HABITS

Consumers prefer to prepare meals for themselves

Taiwanese consumers assert that they are unable to cook due to their busy schedules

Younger consumers are most likely to mention not having time to cook as a barrier

Gen Z consumers are particularly concerned about identifying healthy ingredients

## WORKING LIFE

Work-life balance of greatest importance for new working professionals

Consumers in Taiwan primarily desire to ensure stability in their careers

Consumers say they maintain a clear separation between their professional and personal lives

## LEISURE

Taiwanese consumers enjoy socialising with friends online at least weekly

Baby boomers are most loyal in going to support their sports teams

Value for money as a feature of much less concern to Taiwanese compared to global average

Unwinding when travelling is the most important feature for Gen Z and millennial travellers

## HEALTH AND WELLNESS

Running or jogging at least weekly remains the most frequent exercise habit

Gen Z are most active in walking or hiking on a weekly basis

Baby boomers are taking active measures to reduce stress and maintain mental wellbeing

## SUSTAINABLE LIVING

Taiwanese consumers are concerned about climate change

Consumers are actively striving for eco-friendly and sustainable habits

Taiwanese consumers are motivated to utilise packaging that is environmentally sustainable

Taiwanese consumers give financial aid to non-profit organisations and charities

## SHOPPING

Taiwanese consumers love searching for discounts

Middle-aged consumers are more likely to be won over by bargains

Consumers in Taiwan attempt to adopt a minimalist way of living

Baby boomers are most likely to look for and buy private label and low-cost solutions

Consumers in Taiwan are drawn to digital platforms for streaming content online

## SPENDING

Spending on health and wellness to be prioritised over the next 12 months

Older generations are set to lead expenditure on health and wellness  
Taiwanese consumers are capable of routinely putting away a portion of their salary  
Younger generations are better positioned to build their savings  
Gen Z are expected to increase their savings and reduce their expenditure the most

## TECHNOLOGY

Consumers in Taiwan proactively oversee the sharing of data and privacy preferences  
Over half of Gen Z deem it important to cultivate their personal brand  
Nearly half of Taiwanese consumers update their social networks almost daily  
Baby boomers spend the least amount of time on online activities  
Gen X are using tools such as online price comparison sites to ensure affordability  
Taiwanese consumers show support for companies by following their social media updates  
Gen Z are the most active in interacting with companies 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).