



Consumer Lifestyles in Taiwan

June 2024

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Scope

CONSUMER LANDSCAPE

Consumer landscape in Taiwan 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Consumers in Taiwan feel the pinch of rising unit prices

Younger generations prioritising time for themselves

Taiwanese consumers feel it is important to experience cultures other than their own

Consumers open to exploring new brands after doing their own research

The youth are feeling the most positive about their life outlook

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Among frequency of household activities in Taiwan, indoor exercising remains high

Gen Z consumers spend the most time on leisure activities online

Smart home functionality – most desired home feature by Gen Z consumers

Proximity to public transport a desired home feature for all generations

Consumers in Taiwan desire to relax and unwind when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Taiwanese actively using vitamins and supplements to manage their health and weight

Millennials state they neither have the time nor the confidence to prepare their own meals

Taiwanese consumers typically prepare their own meals at least weekly

Baby boomers more likely to be vegan or vegetarian

Health and nutritional properties are the main feature consumers are willing to pay more for

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Taiwanese workers prefer working with like-minded individuals

A strong separation between work and personal life remains highly desired

Younger generations predominantly driven by earning a competitive salary

Taiwanese consumers desire to have flexible working hours

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Walking or hiking at least weekly is the most frequent exercise routine

All generations taking active measures to reduce stress and manage their mental wellbeing

Health and nutritional properties remain the most influential product feature

Gen X most actively using technology to manage their health and wellness

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Taiwanese consumers always on the lookout for the best price

Younger generations like to browse in stores even if they do not need to buy anything

Baby boomers drawn to personalised goods and experiences

Supporting local Taiwanese sourced goods and owned stores is important to all generations
Taiwanese often share/swap items or services
Gen Z consumers most actively engaging with brands or companies online
Consumers primarily trust feedback on brands and products from friends and family
Younger generations intending to build their savings
Millennials show highest concern about their current financial position
Shopping and spending survey highlights

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