

Megatrends in Taiwan

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Abstracts

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Taiwan.

Euromonitor's Megatrends in Taiwan report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Megatrends market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Return to face-to-face activities expected post-pandemic

Experience more

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% Arabica launches its premium coffee concept in Taiwan

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Coupage caters to Taipei's time-pressed consumers with ultra-fast grocery delivery service

M-commerce is still the least common way to shop across most categories

Taiwanese consumers have little online interaction with brands

Millennials are the most likely to engage in social commerce activities

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The vast majority of Millennials regularly take health supplements

Massage is the most common way to relieve stress

Millennials have embraced health tech

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