Taiwan Retail Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Retail (Retail)
> **Source:** https://www.mordorintelligence.com/industry-reports/retail-industry-in-taiwan
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 123.66 billion
Projected Forecast (2031)	USD 123.66 billion
Growth Rate (CAGR)	3.69 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Taiwan Retail industry](images/chart_2.png)

![Taiwan Retail Market Summary](images/chart_3.png)

![Taiwan Retail Sector: Market Share by Product Type, 2025](images/chart_4.png)

![Taiwan Retail Sector: Market Share by Retail Channel, 2025](images/chart_5.png)

![Taiwan Retail Market Concentration](images/chart_6.png)

![footer background image](images/chart_9.png)

![Mordor Intelligence on Facebook](images/chart_11.svg)

![Mordor Intelligence on Pinterest](images/chart_13.svg)

![Mordor Intelligence on Instagram](images/chart_14.svg)

![ESOMAR](images/chart_16.png)

![GPTW](images/chart_18.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period | 2020 - 2031 |
Forecast Data Period | 2026 - 2031 |
Base Year Market Size (2025) | USD 119.26 Billion |
Market Size (2026) | USD 123.66 Billion |
Market Size (2031) | USD 148.17 Billion |
Growth Rate (2026 - 2031) | 3.69 % |
Market Concentration | Medium |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Taiwan Retail Market Analysis by Mordor IntelligenceTaiwan retail market size in 2026 is estimated at USD 123.66 billion, growing from 2025 value of USD 119.26 billion with 2031 projections showing USD 148.17 billion, growing at 3.69% CAGR over 2026-2031. Robust purchasing power, high urban density, and rapid digitalization sustain steady value growth even as volume expansion plateaus. Mergers such as PX Mart’s TWD 11.5 billion (USD 358.8 million) takeover of RT-Mart demonstrate how consolidation fortifies bargaining strength with suppliers and streamlines last-mile logistics. Dense convenience-store networks—6.98 outlets per 10,000 residents—act as ready-made fulfillment hubs, creating a formidable omnichannel ecosystem that online-only players struggle to match [1]Taiwan News, “Taiwan Has One Convenience Store per 1,703 People,” taipeitimes.com. . Demographic aging simultaneously restrains labor supply yet expands demand for health-oriented products and services, prompting retailers to invest in AI-driven process automation and elder-friendly merchandising. Meanwhile, regulatory vigilance—exemplified by the Fair Trade Commission’s block of Uber’s USD 950 million Foodpanda acquisition—signals that future market share gains will hinge more on service innovation than on headline-grabbing acquisitions.

Key Report Takeaways

* By product category, food, beverage & tobacco led with 42.10% of the Taiwan retail market share in 2025; electronic & household appliances are forecast to expand at an 8.05% CAGR through 2031.
* By retail channel, modern trade held 31.05% of the Taiwan retail market size in 2025, while e-commerce & others are projected to record the highest CAGR at 11.85% through 2031.
* By format, convenience stores accounted for a 29.00% share of the Taiwan retail market size in 2025, and specialty stores are advancing at an 8.70% CAGR through 2031.

Key Market Trends

Taiwan Retail Market Trends and InsightsDrivers Impact Analysis*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Convenience-store density & O2O ecosystems	+1.2%	National, concentrated in urban areas	Medium term (2-4 years)
Mobile-first e-commerce & digital payments boom	+0.9%	National, higher penetration in metropolitan areas	Short term (≤ 2 years)
Ageing population spurs health-oriented retail demand	+0.7%	National, early gains in Taipei, Taichung, Kaohsiung	Long term (≥ 4 years)
Retail consolidation rewrites supplier terms	+0.5%	National	Medium term (2-4 years)
Cross-border live-stream commerce inflows	+0.4%	National, youth demographic	Short term (≤ 2 years)
Smart-retail subsidies & 5G roll-out	+0.3%	National, pilot programs in major cities	Long term (≥ 4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The Taiwan retail market is led by a few dominant players, with the top five chains holding a significant share. PX Mart’s expansion through mergers has prompted President Chain Store to enhance its private label offerings and collaborate with Costco’s warehouse club format to maintain pricing competitiveness. Carrefou r Taiwan is focusing on refining its gourmet food lines to stand out from deep-discount competitors. Increasingly, technology is replacing price as the key competitive edge. Coretronic's autonomous robots, for instance, help major retailers cut warehouse picking time significantly.

Retail innovation is rapidly evolving, with 7-Eleven rolling out computer-vision kiosks across Taiwan, reducing checkout times to just 15 seconds and allowing staff to focus on more customer-focused tasks. Cross-border e-commerce platforms rely on algorithmic dynamic pricing, but domestic retailers are responding with integrated loyalty ecosystems. These systems offer added value through transit card top-ups, micro-insurance policies, and utility bill payments. This deepens customer engagement while building data-driven advantages. Meanwhile, regulatory bodies such as the Fair Trade Commission continue to play a strong role in shaping market dynamics.

Proactive regulation has made large-scale mergers more difficult, curbing moves that could lead to monopolistic control. As a result, Taiwan's retail market remains competitive despite consolidation pressures. Looking ahead, new growth areas are emerging. These include elder-care focused retail, sustainable fashion aligned with circular economy principles, and low-carbon supply chains. These sectors remain relatively untapped by both established players and foreign competitors, offering fresh opportunities for innovation and investment.

Taiwan Retail Industry Leaders* PX Mart (incl. RT-Mart)

* President Chain Store (7-Eleven, Carrefour stake)

* Costco Taiwan

* FamilyMart Taiwan

* Momo.com

* *Disclaimer: Major Players sorted in no particular order

Scope Methodology P Space

For this market, we size the value of retail sales in Taiwan across common store-based and non-store channels, where consumer goods are sold to end customers at retail prices, including the related margins captured by retailers.

Scope exclusions: We exclude wholesale-only transactions, business-to-business sales, and pure logistics or payment service revenues that do not represent retail selling value.

Segmentation Container

* By Product Type* Food, Beverage, and Tobacco Products
* Personal Care and Household Care
* Apparel, Footwear, and Accessories
* Furniture, Toys, and Hobby
* Industrial and Automotive
* Electronic and Household Appliances
* Other Products

* By Retail Channel* Traditional Mom and Pop Retail
* Modern Trade Retail
* E-Commerce and Others

* By Format* Hypermarkets
* Supermarkets

* Convenience Stores
* Department Stores
* Specialty Stores
* Others (Drugstore, Cash and Carry, Wholesaler)

Frequently Asked Questions

How large is the Taiwan retail market in 2026 and what growth is expected by 2031?

The Taiwan retail market size reached USD 123.66 billion in 2026 and is projected to expand to USD 148.17 billion by 2031 at a 3.69% CAGR.

Which product category contributes the most revenue?

Food, Beverage & Tobacco represents 42.10% of sales, making it the largest contributor.

Which sales channel is growing fastest?

E-Commerce & Others is forecast to rise at a 11.85% CAGR through 2031 as livestream shopping and cross-border platforms gain traction.

What is driving specialty-store expansion?

Rising demand for curated beauty, pet-care, and health products is fueling an 8.70% CAGR in Specialty Stores.

How does consolidation affect suppliers?

Large chains like PX Mart employ consignment and data-driven fee structures that shift inventory risk and squeeze supplier margins.

What regulatory measures shape competition?

The Fair Trade Commission enforces stringent merger thresholds, illustrated by its 2024 block of Uber's Foodpanda acquisition, to preserve market competition.