Taiwan

Market Overview

Taiwan is a small island nation heavily dependent on agricultural imports. With very little arable land, almost all of its consumer food products come from outside the country. Its economy is based on the production of electronics, machinery, and petrochemicals and has the 21st largest GDP in the world. [1]

Exports of food products from the SUSTA region to Taiwan have hovered around $500 million for the past five years. Beef & beef products, fresh fruit, poultry & poultry products, prepared food, tree nuts, fresh vegetables, and dairy are the top consumer-oriented export commodities. [2]

Opportunities and Advantages

- Taiwan is a great market for US companies because Taiwan consumers maintain a generally positive perception of and consume many U.S. food and agricultural products. They are strongly attracted by novelty and fashion in food products and services.
- Taiwan is highly dependent on agricultural imports from the United States, particularly grain and oilseed products.
- Taiwan importers are familiar with and trust U.S. grading and food safety standards. Furthermore, Taiwan's population is highly educated, well-traveled and extremely aware of global food service brands. Consumers are brand-conscious and appreciate globally recognized American brands.

Market Challenges

- Geographically, the U.S. is much farther from Taiwan than many major competitors, and the lack of direct air links by major American airlines reduces the profile of Taiwan to U.S. exporters.
- Taiwan's emerging green tendencies have a potential to favor domestic foods by discouraging the consumption of imported foods and reducing the carbon footprint associated with imported products.

SUSTA Sponsored Events in Taiwan:
Taiwan Outbound Trade Mission

1. http://gain.fas.usda.gov/Recent%20GAIN%20Publications/Exporter%20Guide_Taipei%20ATO_Taiwan_5-5-2014.pdf
2. Sourced from Euromonitor data

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