



Cafés/Bars in Taiwan

March 2026

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2025 DEVELOPMENTS

A mixed performance

INDUSTRY PERFORMANCE

Gen Z has not returned to bars since COVID-19

Specialist coffee and tea shops sees strongest growth

Open air bars changing night life

WHAT'S NEXT?

Focus on creativity and innovation

Expanding food offer in specialist coffee and tea shops

Further development of hybrid concepts

COMPETITIVE LANDSCAPE

Starbucks stays out in front

Come True Coffee International appeals to young people and office workers

Independents seek to adapt to evolving trends and stand out via innovation

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DISCLAIMER

Consumer Foodservice in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Polarisation trend, as eating out remains central to Taiwanese culture

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Players respond to rapidly evolving demand trends

String demand for bookings during peak times

Competition drives innovation as players look to differentiate

WHAT'S NEXT?

Positive outlook

A year of innovation

Limited focus on sustainability

COMPETITIVE LANDSCAPE

7-Eleven works to consolidate its lead

Lian Fa International Dining Business Corp expands dynamically

Evolving trends drive innovation

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