



多品牌差異化經營 引領潮流趨勢

Multi-brand Differentiation Operations Leading the Trends

國際採購、跨界合作，
滿足不同客層的生活需求。

International procurement and cross-industry cooperations
satisfy the daily demands of different consumer groups.

7-ELEVEN提供數千種商品任意選購，因應市場需求與流行趨勢，不斷調整商品結構與品牌定位，更與國內外知名大廠策略聯盟，開發獨家優質商品，並開發自有品牌，涵蓋零食、冷凍品、日用品等，為消費者貢獻美好生活提案。

7-ELEVEN offers over thousands of products. In reaction to market demands and trends, we constantly adjust product structure and brand positioning. We also enter strategic collaborations with domestic and international major businesses to develop unique high-quality products and private-label products such as snacks, frozen foods, and groceries, to offer better choices to our customers.



眼光精準的國際良品採購團隊，掌握第一手全球潮流話題，引進國外最夯的人氣商品和流行話題零食，並設置「國際精品專櫃」，同步販售各國熱門商品，以獨特性吸引更多新來客，在7-ELEVEN的貨架上，永遠有最新奇的發現！

We have an international procurement team with excellent taste and are familiar with the latest global trends. They introduce the latest products and trendy snacks from the world and stock the “International Quality Goods Shelf” to simultaneously sell the hot and popular international products which attract new customers with their uniqueness. You can always find something new on the shelves of 7-ELEVEN!



選品
OUR PRODUCTS