

Consumer Appliances in Taiwan

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Abstracts

The rate of growth in retail volume sales of consumer appliances was almost unchanged between 2019 and 2020. However, this masks a significant divergence in performance between major and small appliances: Retail volume sales of the former declined at an accelerated rate in 2020, as the economic uncertainty engendered by COVID-19 left some consumers wary of making big-ticket purchases. In particular, it led many consumers to mend and make do with their existing major appliances, resulting in the...

Euromonitor International's Consumer Appliances in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market – be they new product developments, format trends or distribution issues. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Major Appliances, Small Appliances.

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

Why buy this report?

Get a detailed picture of the Consumer Appliances 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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Chinese manufacturers continue to put downward pressure on price

Strong brand reputation and regular new product launches help Panasonic Taiwan Co Ltd maintain leadership

RECOVERY AND OPPORTUNITIES

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E-commerce will continue to grow in importance, as local consumers become more comfortable shopping online

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Economic impact of COVID-19 weighs on demand for home laundry appliances

Keen to use space more efficiently, consumers increasingly opt for automatic washer dryers

LG Electronics Taiwan Co Ltd struggles to challenge Panasonic Taiwan Co Ltd, as local consumers prefer Japanese brands

RECOVERY AND OPPORTUNITIES

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Leader Robert Bosch Taiwan Co Ltd loses ground to Chinese manufacturers of table-top dishwashers

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Leader Panasonic Taiwan Co Ltd offers products ranging from economy to multifunctional models

RECOVERY AND OPPORTUNITIES

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RECOVERY AND OPPORTUNITIES

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E-commerce grows in importance, as COVID-19 makes some consumers wary of in-person shopping

Leader Panasonic Taiwan Co Ltd exploits Taiwanese love of all things Japanese

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Retail volume sales of dehumidifiers remains strong, as 2020 turns out to be another wet year

RECOVERY AND OPPORTUNITIES

High penetration rate will limit growth in retail volume sales of air conditioners

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