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Consumer Appliances in Taiwan

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Abstracts

In 2019, consumer appliances in Taiwan continued to register slow but steady retail volume growth. All major appliances categories except large cooking appliances returned to growth, recovering from the recession caused by the depression in the housing market seen since 2016. Amongst major appliances, dishwashers continued to post the fastest retail volume growth, due to busy lives and continuous marketing efforts through all major retail channels. Within small appliances, vacuum cleaners contin...

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 2015-2019, 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 2024 illustrate how the market is set to change.

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.

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