

Consumer Electronics in Taiwan

<https://marketpublishers.com/r/C0FF1CDD653EN.html>

Date: August 2023

Pages: 82

Price: US\$ 2,650.00 (Single User License)

ID: C0FF1CDD653EN

Abstracts

Retail volume sales of consumer electronics continued to fall in 2023, with the rate of decline accelerating compared to the previous year. This was mainly the result of a slump in demand for computer and peripherals, although almost all other categories, including home video, headphones and mobile phones, suffered further decreases. While the return of inbound tourism, which was postponed during the COVID-19 pandemic, provided a welcome boost to the economy, households were reluctant to spend t...

Euromonitor International's Consumer Electronics in Taiwan report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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 Electronics 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.

Contents

CONSUMER ELECTRONICS IN TAIWAN

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

COMPUTERS AND PERIPHERALS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Computers and peripherals suffer from a slump in demand in 2023

Innovative new models focus on content creators and gamers

Printers and monitors continue their downward spiral

PROSPECTS AND OPPORTUNITIES

Gaming laptops will continue to gain traction

Computex Taipei returns as significant event in industry calendar

Continued trend towards online shopping

CATEGORY DATA

Table 12 Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 Sales of Computers by Category: Business Volume 2018-2023

Table 17 Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 Forecast Sales of Computers and Peripherals by Category: Value 2023-2028

Table 25 Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028

Table 26 Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028

Table 27 Forecast Sales of Computers by Category: Business Volume 2023-2028

Table 28 Forecast Sales of Computers by Category: Business Value MSP 2023-2028

Table 29 Forecast Sales of Computers by Category: Business Volume Growth 2023-2028

Table 30 Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

IN-CAR ENTERTAINMENT IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

In-car entertainment continues to decline, in line with deepening penetration of smartphones, despite rise in new car sales

Car workshops remain most significant retail channel for in-car entertainment

Garmin holds unrivalled position in in-car navigation

PROSPECTS AND OPPORTUNITIES

Brands diversify their in-car offerings in face of fading interest

Extension of official subsidies could prove detrimental to in-car entertainment

Car workshops appeal through favourable prices and on-hand expertise, but e-commerce poses a threat to their dominance

CATEGORY DATA

Table 31 Sales of In-Car Entertainment by Category: Volume 2018-2023

Table 32 Sales of In-Car Entertainment by Category: Value 2018-2023

Table 33 Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023

Table 34 Sales of In-Car Entertainment by Category: % Value Growth 2018-2023

Table 35 NBO Company Shares of In-Car Entertainment: % Volume 2019-2023

Table 36 LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023

Table 37 Distribution of In-Car Entertainment by Channel: % Volume 2018-2023

Table 38 Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028

Table 39 Forecast Sales of In-Car Entertainment by Category: Value 2023-2028

Table 40 Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028

Table 41 Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

HOME AUDIO AND CINEMA IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home audio and cinema continue to decline in face of evolving technological innovations

Audio separates and home cinema and speakers systems see slower declines, thanks to popularity of soundbars

Appliances and electronics specialists allow consumers space and time to experience new products prior to making a purchase

PROSPECTS AND OPPORTUNITIES

Panasonic continues lead in 2023, thanks to its focus on high-quality products

Sony is expected to maintain a strong showing

Local brands will strive to gain share

CATEGORY DATA

Table 42 Sales of Home Audio and Cinema by Category: Volume 2018-2023

Table 43 Sales of Home Audio and Cinema by Category: Value 2018-2023

Table 44 Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023

Table 45 Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023

Table 47 LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023

Table 48 Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023

Table 49 Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028

Table 50 Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028

Table 51 Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028

Table 52 Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

HOME VIDEO IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Falling demand for LCD TVs as consumers prioritise other luxury purchases

OLED TVs benefit from flurry of new product launches

Video players continue to decline in popularity

PROSPECTS AND OPPORTUNITIES

Video players will continue their downward

Computex will remain an important vehicle for companies to showcase new products

Taiwanese will show preference for physical stores, despite rise of e-commerce

CATEGORY DATA

Table 53 Sales of Home Video by Category: Volume 2018-2023

Table 54 Sales of Home Video by Category: Value 2018-2023

Table 55 Sales of Home Video by Category: % Volume Growth 2018-2023

Table 56 Sales of Home Video by Category: % Value Growth 2018-2023

Table 57 Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023

Table 58 NBO Company Shares of Home Video: % Volume 2019-2023

Table 59 LBN Brand Shares of Home Video: % Volume 2020-2023

Table 60 Distribution of Home Video by Channel: % Volume 2018-2023

Table 61 Forecast Sales of Home Video by Category: Volume 2023-2028

Table 62 Forecast Sales of Home Video by Category: Value 2023-2028

Table 63 Forecast Sales of Home Video by Category: % Volume Growth 2023-2028

Table 64 Forecast Sales of Home Video by Category: % Value Growth 2023-2028

Table 65 Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

IMAGING DEVICES IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing penetration of smartphones exerts pressure on digital cameras

GoPro is absolute contributor to stronger performance of digital camcorders

Retail e-commerce remains most significant distribution channel for imaging devices in 2023

PROSPECTS AND OPPORTUNITIES

Digital camcorders will benefit from rise in outdoor activities

Gloomy outlook for digital cameras

Launch of concept stores and teaming up with professional photographers offers novel ways for brands to reach out to their to customers

CATEGORY DATA

Table 66 Sales of Imaging Devices by Category: Volume 2018-2023

Table 67 Sales of Imaging Devices by Category: Value 2018-2023

Table 68 Sales of Imaging Devices by Category: % Volume Growth 2018-2023

Table 69 Sales of Imaging Devices by Category: % Value Growth 2018-2023
Table 70 NBO Company Shares of Imaging Devices: % Volume 2019-2023
Table 71 LBN Brand Shares of Imaging Devices: % Volume 2020-2023
Table 72 Distribution of Imaging Devices by Channel: % Volume 2018-2023
Table 73 Forecast Sales of Imaging Devices by Category: Volume 2023-2028
Table 74 Forecast Sales of Imaging Devices by Category: Value 2023-2028
Table 75 Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
Table 76 Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

PORTABLE PLAYERS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wireless speakers continue to drive growth

Apple and Google maintain their competitive advantage

Despite near-zero interest in e-readers, Readmoo continues to push its products

PROSPECTS AND OPPORTUNITIES

Wireless speakers to see continued growth

Apple withdraws from portable multimedia players, amid waning interest in such products

Readmoo's activity in e-readers could tempt others to invest in the market

CATEGORY DATA

Table 77 Sales of Portable Players by Category: Volume 2018-2023
Table 78 Sales of Portable Players by Category: Value 2018-2023
Table 79 Sales of Portable Players by Category: % Volume Growth 2018-2023
Table 80 Sales of Portable Players by Category: % Value Growth 2018-2023
Table 81 NBO Company Shares of Portable Players: % Volume 2019-2023
Table 82 LBN Brand Shares of Portable Players: % Volume 2020-2023
Table 83 Distribution of Portable Players by Channel: % Volume 2018-2023
Table 84 Forecast Sales of Portable Players by Category: Volume 2023-2028
Table 85 Forecast Sales of Portable Players by Category: Value 2023-2028
Table 86 Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
Table 87 Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

MOBILE PHONES IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lack of new product development, shrinking consumer confidence and longer replacement cycles lead to ongoing decline for smartphones, while feature phones continue their downward slide

Apple's iPhone retains its lead, thanks to high brand stickiness

Telco-operated stores remain most important retail channel

PROSPECTS AND OPPORTUNITIES

Chinese players to gain traction

Growth of digital payment systems will further consolidate value growth in smartphones

Feature phones will continue to fall as seniors shift to smartphones

CATEGORY DATA

Table 88 Sales of Mobile Phones by Category: Volume 2018-2023

Table 89 Sales of Mobile Phones by Category: Value 2018-2023

Table 90 Sales of Mobile Phones by Category: % Volume Growth 2018-2023

Table 91 Sales of Mobile Phones by Category: % Value Growth 2018-2023

Table 92 Sales of Smartphones by Screen Size: % Retail Volume 2020-2023

Table 93 NBO Company Shares of Mobile Phones: % Volume 2019-2023

Table 94 LBN Brand Shares of Mobile Phones: % Volume 2020-2023

Table 95 Distribution of Mobile Phones by Channel: % Volume 2018-2023

Table 96 Forecast Sales of Mobile Phones by Category: Volume 2023-2028

Table 97 Forecast Sales of Mobile Phones by Category: Value 2023-2028

Table 98 Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028

Table 99 Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028

Table 100 Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

WEARABLE ELECTRONICS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth in 2023, supported by prevailing health and wellness trends

Apple Watch retains its lead, while Xiaomi seeks to expand its coverage

E-commerce leads distribution in 2023, while in-person consultations offer appliances and electronics specialists potential for future growth

PROSPECTS AND OPPORTUNITIES

Over 50s represent key target group for wearable electronics

Rising health concerns will pushed more brands to develop health and wellness targeted products, while social media will play a key role in boosting awareness

Brands will have stronger focus on children

CATEGORY DATA

Table 101 Sales of Wearable Electronics by Category: Volume 2018-2023

Table 102 Sales of Wearable Electronics by Category: Value 2018-2023

Table 103 Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 104 Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 105 NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 106 LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 107 Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 108 Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 109 Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 110 Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 111 Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

HEADPHONES IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds buck declining sales trend

Apple leads headphones, supported by its AirPods and AirPods Max brands

E-commerce dominates distribution of headphones in 2023

PROSPECTS AND OPPORTUNITIES

TWS earbuds will continue to lead growth, with premiumisation set to draw in more consumers

Retailers will need to invest in-store experiences to draw consumers away from e-commerce

Crowdfunding and social media platforms will be used to attract consumers

CATEGORY DATA

Table 112 Sales of Headphones by Category: Volume 2018-2023

Table 113 Sales of Headphones by Category: Value 2018-2023

Table 114 Sales of Headphones by Category: % Volume Growth 2018-2023

Table 115 Sales of Headphones by Category: % Value Growth 2018-2023

Table 116 NBO Company Shares of Headphones: % Volume 2019-2023

Table 117 LBN Brand Shares of Headphones: % Volume 2020-2023

Table 118 Distribution of Headphones by Channel: % Volume 2018-2023

Table 119 Forecast Sales of Headphones by Category: Volume 2023-2028

Table 120 Forecast Sales of Headphones by Category: Value 2023-2028

Table 121 Forecast Sales of Headphones by Category: % Volume Growth 2023-2028

Table 122 Forecast Sales of Headphones by Category: % Value Growth 2023-2028

I would like to order

Product name: Consumer Electronics in Taiwan

Product link: <https://marketpublishers.com/r/C0FF1CDD653EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C0FF1CDD653EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970