

Retailing in Taiwan

<https://marketpublishers.com/r/R90F5F05B2AEN.html>

Date: March 2022

Pages: 142

Price: US\$ 2,100.00 (Single User License)

ID: R90F5F05B2AEN

Abstracts

Taiwan's retail industry faced abrupt changes when an outbreak of COVID-19 upended consumers' everyday lives in mid-May 2021 and restrictions were imposed by the government. Retail sales across channels saw completely contrasting performances. Consumers reprioritised what was essential and switched to e-commerce more than ever before. Modern grocery retailers and electronics and appliance specialist retailers saw growth due to the greater demand for home cooking, working from home, home schoolin...

Euromonitor International's Retailing in Taiwan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

Product coverage: Non-Store Retailing, Store-Based Retailing.

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

Why buy this report?

Get a detailed picture of the Retailing 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

RETAILING IN TAIWAN

EXECUTIVE SUMMARY

Retailing in 2021: The big picture

COVID-19 outbreak prompts new omnichannel strategies

“At home economy” shapes consumer demand

What next for retailing?

OPERATING ENVIRONMENT

Informal retailing

Opening hours

Summary 1 Standard Opening Hours by Channel Type 2021

Physical retail landscape

Cash and carry

Seasonality

Lunar New Year

End of year cleaning

Department store anniversary sales

Ghost month sales

Back to school

Double 11 shopping day

Payments

Delivery and collection

Emerging business models

MARKET DATA

Table 1 Sales in Retailing by Store-based vs Non-Store: Value 2016-2021

Table 2 Sales in Retailing by Store-based vs Non-Store: % Value Growth 2016-2021

Table 3 Sales in Store-based Retailing by Channel: Value 2016-2021

Table 4 Sales in Store-based Retailing by Channel: % Value Growth 2016-2021

Table 5 Store-based Retailing Outlets by Channel: Units 2016-2021

Table 6 Store-based Retailing Outlets by Channel: % Unit Growth 2016-2021

Table 7 Sales in Non-Store Retailing by Channel: Value 2016-2021

Table 8 Sales in Non-Store Retailing by Channel: % Value Growth 2016-2021

Table 9 Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 10 Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 11 Sales in Grocery Retailers by Channel: Value 2016-2021

Table 12 Sales in Grocery Retailers by Channel: % Value Growth 2016-2021

Table 13 Grocery Retailers Outlets by Channel: Units 2016-2021

- Table 14 Grocery Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 15 Non-Grocery Specialists: Value Sales, Outlets and Selling Space 2016-2021
- Table 16 Non-Grocery Specialists: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 17 Sales in Non-Grocery Specialists by Channel: Value 2016-2021
- Table 18 Sales in Non-Grocery Specialists by Channel: % Value Growth 2016-2021
- Table 19 Non-Grocery Specialists Outlets by Channel: Units 2016-2021
- Table 20 Non-Grocery Specialists Outlets by Channel: % Unit Growth 2016-2021
- Table 21 Mixed Retailers: Value Sales, Outlets and Selling Space 2016-2021
- Table 22 Mixed Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021
- Table 23 Sales in Mixed Retailers by Channel: Value 2016-2021
- Table 24 Sales in Mixed Retailers by Channel: % Value Growth 2016-2021
- Table 25 Mixed Retailers Outlets by Channel: Units 2016-2021
- Table 26 Mixed Retailers Outlets by Channel: % Unit Growth 2016-2021
- Table 27 Retailing GBO Company Shares: % Value 2017-2021
- Table 28 Retailing GBN Brand Shares: % Value 2018-2021
- Table 29 Store-based Retailing GBO Company Shares: % Value 2017-2021
- Table 30 Store-based Retailing GBN Brand Shares: % Value 2018-2021
- Table 31 Store-based Retailing LBN Brand Shares: Outlets 2018-2021
- Table 32 Non-Store Retailing GBO Company Shares: % Value 2017-2021
- Table 33 Non-Store Retailing GBN Brand Shares: % Value 2018-2021
- Table 34 Grocery Retailers GBO Company Shares: % Value 2017-2021
- Table 35 Grocery Retailers GBN Brand Shares: % Value 2018-2021
- Table 36 Grocery Retailers LBN Brand Shares: Outlets 2018-2021
- Table 37 Grocery Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 38 Non-Grocery Specialists GBO Company Shares: % Value 2017-2021
- Table 39 Non-Grocery Specialists GBN Brand Shares: % Value 2018-2021
- Table 40 Non-Grocery Specialists LBN Brand Shares: Outlets 2018-2021
- Table 41 Non-Grocery Specialists LBN Brand Shares: Selling Space 2018-2021
- Table 42 Mixed Retailers GBO Company Shares: % Value 2017-2021
- Table 43 Mixed Retailers GBN Brand Shares: % Value 2018-2021
- Table 44 Mixed Retailers LBN Brand Shares: Outlets 2018-2021
- Table 45 Mixed Retailers LBN Brand Shares: Selling Space 2018-2021
- Table 46 Forecast Sales in Retailing by Store-based vs Non-Store: Value 2021-2026
- Table 47 Forecast Sales in Retailing by Store-based vs Non-Store: % Value Growth 2021-2026
- Table 48 Forecast Sales in Store-based Retailing by Channel: Value 2021-2026
- Table 49 Forecast Sales in Store-based Retailing by Channel: % Value Growth

2021-2026

Table 50 Forecast Store-based Retailing Outlets by Channel: Units 2021-2026

Table 51 Forecast Store-Based Retailing Outlets by Channel: % Unit Growth 2021-2026

Table 52 Forecast Sales in Non-Store Retailing by Channel: Value 2021-2026

Table 53 Forecast Sales in Non-Store Retailing by Channel: % Value Growth
2021-2026

Table 54 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space
2021-2026

Table 55 Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2021-2026

Table 56 Forecast Sales in Grocery Retailers by Channel: Value 2021-2026

Table 57 Forecast Sales in Grocery Retailers by Channel: % Value Growth 2021-2026

Table 58 Forecast Grocery Retailers Outlets by Channel: Units 2021-2026

Table 59 Forecast Grocery Retailers Outlets by Channel: % Unit Growth 2021-2026

Table 60 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space
2021-2026

Table 61 Non-Grocery Specialists Forecasts: Value Sales, Outlets and Selling Space:
% Growth 2021-2026

Table 62 Forecast Sales in Non-Grocery Specialists by Channel: Value 2021-2026

Table 63 Forecast Sales in Non-Grocery Specialists by Channel: % Value Growth
2021-2026

Table 64 Forecast Non-Grocery Specialists Outlets by Channel: Units 2021-2026

Table 65 Forecast Non-Grocery Specialists Outlets by Channel: % Unit Growth
2021-2026

Table 66 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 67 Mixed Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth
2021-2026

Table 68 Forecast Sales in Mixed Retailers by Channel: Value 2021-2026

Table 69 Forecast Sales in Mixed Retailers by Channel: % Value Growth 2021-2026

Table 70 Forecast Mixed Retailers Outlets by Channel: Units 2021-2026

Table 71 Forecast Mixed Retailers Outlets by Channel: % Unit Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

CONVENIENCE STORES IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Convenience stores faces challenges during the COVID-19 outbreak

Sales of fresh groceries increase

Community group buying drives sales

PROSPECTS AND OPPORTUNITIES

Redefining convenience

Making the most of intentional purchases

Numerous services and easy payments at convenience stores

CHANNEL DATA

Table 72 Convenience Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 73 Convenience Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 74 Convenience Stores GBO Company Shares: % Value 2017-2021

Table 75 Convenience Stores GBN Brand Shares: % Value 2018-2021

Table 76 Convenience Stores LBN Brand Shares: Outlets 2018-2021

Table 77 Convenience Stores LBN Brand Shares: Selling Space 2018-2021

Table 78 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 79 Convenience Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HYPERMARKETS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased basket sizes and e-commerce drive sales amidst COVID-19 outbreak

Carrefour's digital and sustainability initiatives

Compound store format becomes a common strategy for hypermarkets

PROSPECTS AND OPPORTUNITIES

Continued expansion of last-mile delivery capabilities to cope with future demand

RT Mart differentiates itself by offering new services

Strategic partnerships in compound stores

CHANNEL DATA

Table 80 Hypermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 81 Hypermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 82 Hypermarkets GBO Company Shares: % Value 2017-2021

Table 83 Hypermarkets GBN Brand Shares: % Value 2018-2021

Table 84 Hypermarkets LBN Brand Shares: Outlets 2018-2021

Table 85 Hypermarkets LBN Brand Shares: Selling Space 2018-2021

Table 86 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 87 Hypermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

SUPERMARKETS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of fresh groceries jump in supermarkets and demand becomes more sophisticated

Competition increases in grocery retailing

Taiwan Fresh Supermarket drives sales through livestreaming and social media

PROSPECTS AND OPPORTUNITIES

Competition in grocery retailing expected to come from e-commerce

Differentiation and customer segmentation

Rising consumer environmental awareness increases focus on waste reduction

CHANNEL DATA

Table 88 Supermarkets: Value Sales, Outlets and Selling Space 2016-2021

Table 89 Supermarkets: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 90 Supermarkets GBO Company Shares: % Value 2017-2021

Table 91 Supermarkets GBN Brand Shares: % Value 2018-2021

Table 92 Supermarkets LBN Brand Shares: Outlets 2018-2021

Table 93 Supermarkets LBN Brand Shares: Selling Space 2018-2021

Table 94 Supermarkets Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 95 Supermarkets Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

TRADITIONAL GROCERY RETAILERS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

The government brings traditional grocery retailers online

Farm-to-table and organic produce proves more popular during the pandemic

Vegetarianism becomes increasingly popular amongst traditional food specialist retailers

PROSPECTS AND OPPORTUNITIES

More traditional grocery retailers boost online presence to attract consumers

Sustainability is an evergreen strategy

Traditional grocery retailers reinvent themselves with digital payments

CHANNEL DATA

Table 96 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 97 Traditional Grocery Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 98 Traditional Grocery Retailers GBO Company Shares: % Value 2017-2021

Table 99 Traditional Grocery Retailers GBN Brand Shares: % Value 2018-2021

Table 100 Traditional Grocery Retailers LBN Brand Shares: Outlets 2018-2021

Table 101 Traditional Grocery Retailers LBN Brand Shares: Selling Space 2018-2021

Table 102 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 103 Traditional Grocery Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

APPAREL AND FOOTWEAR SPECIALIST RETAILERS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Fashion brands and retailers are severely impacted by the COVID-19 pandemic

Apparel specialist retailers focus on functional wear at home

Retailers strengthen brand value through COVID-19 preventive measures

PROSPECTS AND OPPORTUNITIES

Reinvention of consumer demand and stabilisation of supply chain through pre-orders

Local brands expected to gain in the post-pandemic era

Driving consumer loyalty through omnichannel strategies

CHANNEL DATA

Table 104 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 105 Apparel And Footwear Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 106 Apparel And Footwear Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 107 Apparel And Footwear Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 108 Apparel And Footwear Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 109 Apparel And Footwear Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 110 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 111 Apparel And Footwear Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

ELECTRONICS AND APPLIANCE SPECIALIST RETAILERS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Consumers increase spending on electronics and appliances amidst COVID-19 outbreak

Retailers concentrate on an omnichannel strategy and membership privileges

Leading players focus on the younger demographic

PROSPECTS AND OPPORTUNITIES

Rising demand expected to continue

Brand retailers can deepen customer relationships to create brand value

Innovative electronics products to drive consumer demand

CHANNEL DATA

Table 112 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 113 Electronics and Appliance Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 114 Electronics and Appliance Specialist Retailers GBO Company Shares: % Value 2017-2021

Table 115 Electronics and Appliance Specialist Retailers GBN Brand Shares: % Value 2018-2021

Table 116 Electronics and Appliance Specialist Retailers LBN Brand Shares: Outlets 2018-2021

Table 117 Electronics and Appliance Specialist Retailers LBN Brand Shares: Selling Space 2018-2021

Table 118 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 119 Electronics and Appliance Specialist Retailers Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

HEALTH AND BEAUTY SPECIALIST RETAILERS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Health and beauty specialist retailers sees a mixed performance in 2021

Chemists/pharmacies continues its expansion

Improving the consumer shopping experience through technology

PROSPECTS AND OPPORTUNITIES

Partnering with KOL to boost product awareness

New product innovations inspired by COVID-19

Retailers will continue to invest in omnichannel strategies

CHANNEL DATA

Table 120 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space 2016-2021

Table 121 Health and Beauty Specialist Retailers: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 122 Sales in Health and Beauty Specialist Retailers by Channel: Value 2016-2021

Table 123 Sales in Health and Beauty Specialist Retailers by Channel: % Value Growth 2016-2021

Table 124 Health and Beauty Specialist Retailers GBO Company Shares: % Value
2017-2021

Table 125 Health and Beauty Specialist Retailers GBN Brand Shares: % Value
2018-2021

Table 126 Health and Beauty Specialist Retailers LBN Brand Shares: Outlets
2018-2021

Table 127 Health and Beauty Specialist Retailers LBN Brand Shares: Selling Space
2018-2021

Table 128 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space 2021-2026

Table 129 Health and Beauty Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space: % Growth 2021-2026

Table 130 Forecast Sales in Health and Beauty Specialist Retailers by Channel: Value
2021-2026

Table 131 Forecast Sales in Health and Beauty Specialist Retailers by Channel: %
Value Growth 2021-2026

HOME AND GARDEN SPECIALIST RETAILERS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home and garden specialist retailers suffers from COVID-19 outbreak

Retailers strengthen digital transformation

Retailers' promotional products adapt to changing home activities

PROSPECTS AND OPPORTUNITIES

Home and garden specialist retailers expected to see a rebound over the forecast
period

Some consumers will embrace sustainable lifestyles and reduce spending on home
products

Physical stores will remain important

CHANNEL DATA

Table 132 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling
Space 2016-2021

Table 133 Home and Garden Specialist Retailers: Value Sales, Outlets and Selling
Space: % Growth 2016-2021

Table 134 Sales in Home and Garden Specialist Retailers by Channel: Value
2016-2021

Table 135 Sales in Home and Garden Specialist Retailers by Channel: % Value Growth
2016-2021

Table 136 Home and Garden Specialist Retailers GBO Company Shares: % Value
2017-2021

Table 137 Home and Garden Specialist Retailers GBN Brand Shares: % Value
2018-2021

Table 138 Home and Garden Specialist Retailers LBN Brand Shares: Outlets
2018-2021

Table 139 Home and Garden Specialist Retailers LBN Brand Shares: Selling Space
2018-2021

Table 140 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space 2021-2026

Table 141 Home and Garden Specialist Retailers Forecasts: Value Sales, Outlets and
Selling Space: % Growth 2021-2026

Table 142 Forecast Sales in Home and Garden Specialist Retailers by Channel: Value
2021-2026

Table 143 Forecast Sales in Home and Garden Specialist Retailers by Channel: %
Value Growth 2021-2026

DEPARTMENT STORES IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Department stores severely negatively affected by the pandemic in 2021

Department stores adopt digital strategies

Government's stimulus vouchers drive year-end sales, but competition seen from
shopping centres

PROSPECTS AND OPPORTUNITIES

Differentiating the customer experience amidst stiff competition with e-commerce
platforms

Department stores to strengthen online marketing

Changing consumer preferences in terms of shopping destinations

CHANNEL DATA

Table 144 Department Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 145 Department Stores: Value Sales, Outlets and Selling Space: % Growth
2016-2021

Table 146 Department Stores GBO Company Shares: % Value 2017-2021

Table 147 Department Stores GBN Brand Shares: % Value 2018-2021

Table 148 Department Stores LBN Brand Shares: Outlets 2018-2021

Table 149 Department Stores LBN Brand Shares: Selling Space 2018-2021

Table 150 Department Stores Forecasts: Value Sales, Outlets and Selling Space
2021-2026

Table 151 Department Stores Forecasts: Value Sales, Outlets and Selling Space: %
Growth 2021-2026

VARIETY STORES IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Variety stores benefits from proximity to consumers during the pandemic

POYA and its strategy

Digital developments

PROSPECTS AND OPPORTUNITIES

Variety stores expected to continue store openings over the forecast period

More brands expected to undergo rebranding and renovation

Leveraging low prices as a key differentiator of variety stores

CHANNEL DATA

Table 152 Variety Stores: Value Sales, Outlets and Selling Space 2016-2021

Table 153 Variety Stores: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 154 Variety Stores GBO Company Shares: % Value 2017-2021

Table 155 Variety Stores GBN Brand Shares: % Value 2018-2021

Table 156 Variety Stores LBN Brand Shares: Outlets 2018-2021

Table 157 Variety Stores LBN Brand Shares: Selling Space 2018-2021

Table 158 Variety Stores Forecasts: Value Sales, Outlets and Selling Space 2021-2026

Table 159 Variety Stores Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

WAREHOUSE CLUBS IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Costco dominates warehouse clubs

Costco's business model

Success factors during the pandemic

PROSPECTS AND OPPORTUNITIES

Value positioning of warehouse clubs

Cost-saving strategies at Costco

Potential to continue to gain sales and share at expense of supermarkets and hypermarkets

CHANNEL DATA

Table 160 Warehouse Clubs: Value Sales, Outlets and Selling Space 2016-2021

Table 161 Warehouse Clubs: Value Sales, Outlets and Selling Space: % Growth 2016-2021

Table 162 Warehouse Clubs GBO Company Shares: % Value 2017-2021

Table 163 Warehouse Clubs GBN Brand Shares: % Value 2018-2021

Table 164 Warehouse Clubs LBN Brand Shares: Outlets 2018-2021

Table 165 Warehouse Clubs LBN Brand Shares: Selling Space 2018-2021

Table 166 Warehouse Clubs Forecasts: Value Sales, Outlets and Selling Space

2021-2026

Table 167 Warehouse Clubs Forecasts: Value Sales, Outlets and Selling Space: % Growth 2021-2026

DIRECT SELLING IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Direct selling maintains growth during the pandemic

Social media is leveraged by younger sales agents to attract younger consumers

Atomy rises to become one of the top six direct selling companies

PROSPECTS AND OPPORTUNITIES

Direct selling will continue to see growth

Direct selling to compete with e-commerce

Direct selling will continue to be dominated by dietary supplements

CHANNEL DATA

Table 168 Direct Selling by Category: Value 2016-2021

Table 169 Direct Selling by Category: % Value Growth 2016-2021

Table 170 Direct Selling GBO Company Shares: % Value 2017-2021

Table 171 Direct Selling GBN Brand Shares: % Value 2018-2021

Table 172 Direct Selling Forecasts by Category: Value 2021-2026

Table 173 Direct Selling Forecasts by Category: % Value Growth 2021-2026

HOMESHOPPING IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping sees an acceleration of its decline

Development of homeshopping apps

Improved product assortment via homeshopping

PROSPECTS AND OPPORTUNITIES

Homeshopping expected to decline further

OTT platforms are fast-replacing cable TV

Leveraging the rising home economy trend and after-sales service

CHANNEL DATA

Table 174 Homeshopping by Category: Value 2016-2021

Table 175 Homeshopping by Category: % Value Growth 2016-2021

Table 176 Homeshopping GBO Company Shares: % Value 2017-2021

Table 177 Homeshopping GBN Brand Shares: % Value 2018-2021

Table 178 Homeshopping Forecasts by Category: Value 2021-2026

Table 179 Homeshopping Forecasts by Category: % Value Growth 2021-2026

VENDING IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 outbreak leads vending sales to decline

Vending machines sell COVID-19-related products

Retailers introduce vending at stores

PROSPECTS AND OPPORTUNITIES

Customised offerings in vending based on location

Smart vending machines expected to increase

Vending can provide retailers with an upgraded image

CHANNEL DATA

Table 180 Vending by Category: Value 2016-2021

Table 181 Vending by Category: % Value Growth 2016-2021

Table 182 Vending GBO Company Shares: % Value 2017-2021

Table 183 Vending GBN Brand Shares: % Value 2018-2021

Table 184 Vending Forecasts by Category: Value 2021-2026

Table 185 Vending Forecasts by Category: % Value Growth 2021-2026

E-COMMERCE (GOODS) IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Unprecedented sales during online shopping festivals

Product categories that are consumed at home record sales increases

Social commerce and livestreaming

PROSPECTS AND OPPORTUNITIES

E-commerce growth presents logistics challenges to physical retailers

Strengthening logistics capabilities

Momo expected to continue leading the e-commerce space

CHANNEL DATA

Table 186 E-Commerce (Goods) by Channel and Category: Value 2016-2021

Table 187 E-Commerce (Goods) by Channel and Category: % Value Growth 2016-2021

Table 188 E-Commerce (Goods) GBO Company Shares: % Value 2017-2021

Table 189 E-Commerce (Goods) GBN Brand Shares: % Value 2018-2021

Table 190 Forecast E-Commerce (Goods) by Channel and Category: Value 2021-2026

Table 191 Forecast E-Commerce (Goods) by Channel and Category: % Value Growth 2021-2026

MOBILE E-COMMERCE (GOODS) IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

High mobile internet usage and maturing of online shopping drive mobile e-commerce

Increase in mobile payment

Live commerce brings online shopping into the mobile age

PROSPECTS AND OPPORTUNITIES

M-commerce will lead the way in e-commerce

Mobile e-commerce expected to benefit both online and store-based retail sales

Brand awareness and mobile e-commerce success go hand in hand

CHANNEL DATA

Table 192 Mobile E-Commerce (Goods): Value 2016-2021

Table 193 Mobile E-Commerce (Goods): % Value Growth 2016-2021

Table 194 Mobile E-Commerce (Goods) Forecasts: Value 2021-2026

Table 195 Mobile E-Commerce (Goods) Forecasts: % Value Growth 2021-2026

FOOD AND DRINK E-COMMERCE IN TAIWAN

KEY DATA FINDINGS

2021 DEVELOPMENTS

Groceries are amongst the items most purchased online

Government support for the digitalisation of traditional grocery retailers

Spike in demand for vegetable boxes during the pandemic

PROSPECTS AND OPPORTUNITIES

Strategies to drive impulse purchases

Increased use of online grocery shopping here to stay

South Korea's Coupang expands its grocery delivery service in Taiwan

CHANNEL DATA

Table 196 Food and Drink E-Commerce: Value 2016-2021

Table 197 Food and Drink E-Commerce: % Value Growth 2016-2021

Table 198 Food and Drink E-Commerce Forecasts: Value 2021-2026

Table 199 Food and Drink E-Commerce Forecasts: % Value Growth 2021-2026

I would like to order

Product name: Retailing in Taiwan

Product link: <https://marketpublishers.com/r/R90F5F05B2AEN.html>

Price: US\$ 2,100.00 (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/R90F5F05B2AEN.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