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Retailing in Taiwan

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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.

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Contents

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

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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

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