

Taiwan Consumer Electronics Retail Market Summary, Competitive Analysis and Forecast to 2027

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Abstracts

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Summary

Consumer Electronics Retail in Taiwan industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The consumer electronics retail market comprises the sales of communications equipment, computer hardware and software, consumer electronics, household appliances, and photographic equipment.

The Taiwanese consumer electronics market had total revenues of \$13.6 billion in 2022, representing a compound annual growth rate (CAGR) of 2.1% between 2017 and 2022.

The communications equipment segment accounted for the market's largest proportion in 2022, with total revenues of \$9.3 billion, equivalent to 68.1% of the market's overall value.

The growth in the Taiwanese consumer electronics market is influenced by several macroeconomic factors, such as rising GDP and growing consumer

confidence. For instance, according to the Research Center for Taiwan Economic Development (RCTED), the consumer confidence index in Taiwan reached 68.4 in July 2023, up from 59.1 in November 2022.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the consumer electronics retail market in Taiwan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the consumer electronics retail market in Taiwan

Leading company profiles reveal details of key consumer electronics retail market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Taiwan consumer electronics retail market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Taiwan consumer electronics retail market by value in 2022?

What will be the size of the Taiwan consumer electronics retail market in 2027?

What factors are affecting the strength of competition in the Taiwan consumer electronics retail market?

How has the market performed over the last five years?

What are the main segments that make up Taiwan's consumer electronics retail market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What are the key strengths of the leading players?
- 7.3. What are the most recent developments in the market?

8 COMPANY PROFILES

- 8.1. PChome Online Inc.
- 8.2. Yamada Holdings Co Ltd

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Taiwan consumer electronics retail market value: \$ million, 2017-22
- Table 2: Taiwan consumer electronics retail market category segmentation: % share, by value, 2017-2022
- Table 3: Taiwan consumer electronics retail market category segmentation: \$ million, 2017-2022
- Table 4: Taiwan consumer electronics retail market geography segmentation: \$ million, 2022
- Table 5: Taiwan consumer electronics retail market distribution: % share, by value, 2022
- Table 6: Taiwan consumer electronics retail market value forecast: \$ million, 2022-27
- Table 7: PChome Online Inc.: key facts
- Table 8: PChome Online Inc.: Annual Financial Ratios
- Table 9: PChome Online Inc.: Key Employees
- Table 10: Yamada Holdings Co Ltd: key facts
- Table 11: Yamada Holdings Co Ltd: Annual Financial Ratios
- Table 12: Yamada Holdings Co Ltd: Key Employees
- Table 13: Taiwan size of population (million), 2018-22
- Table 14: Taiwan gdp (constant 2005 prices, \$ billion), 2018-22
- Table 15: Taiwan gdp (current prices, \$ billion), 2018-22
- Table 16: Taiwan inflation, 2018-22
- Table 17: Taiwan consumer price index (absolute), 2018-22
- Table 18: Taiwan exchange rate, 2018-22

List Of Figures

LIST OF FIGURES

- Figure 1: Taiwan consumer electronics retail market value: \$ million, 2017-22
- Figure 2: Taiwan consumer electronics retail market category segmentation: \$ million, 2017-2022
- Figure 3: Taiwan consumer electronics retail market geography segmentation: % share, by value, 2022
- Figure 4: Taiwan consumer electronics retail market distribution: % share, by value, 2022
- Figure 5: Taiwan consumer electronics retail market value forecast: \$ million, 2022-27
- Figure 6: Forces driving competition in the consumer electronics retail market in Taiwan, 2022
- Figure 7: Drivers of buyer power in the consumer electronics retail market in Taiwan, 2022
- Figure 8: Drivers of supplier power in the consumer electronics retail market in Taiwan, 2022
- Figure 9: Factors influencing the likelihood of new entrants in the consumer electronics retail market in Taiwan, 2022
- Figure 10: Factors influencing the threat of substitutes in the consumer electronics retail market in Taiwan, 2022
- Figure 11: Drivers of degree of rivalry in the consumer electronics retail market in Taiwan, 2022

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