

Dishwashers in Taiwan

Market Direction | 2022-12-14 | 35 pages | Euromonitor

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Report description:

Sales of dishwashers have benefited from dynamic growth due to increased personal health concerns since the start of the COVID-19 pandemic. Driven by this increased focus on hygiene, Taiwanese consumers started noticing the disinfection functionality incorporated into dishwashers, which can be attributed to the massive marketing campaigns launched by Bosch. The brand dominates sales of dishwashers in Taiwan and it introduced a diverse range of advertising campaigns across the various retailing c...

Euromonitor International's Dishwashers 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 2017-2021, 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 2026 illustrate how the market is set to change.

Product coverage: Built-in Dishwashers, Freestanding Dishwashers.

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

Why buy this report?

- * Get a detailed picture of the Dishwashers 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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Brands focus on online marketing and group purchases to drive growth

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