

Home Improvement in Taiwan

Market Direction | 2023-05-17 | 18 pages | Euromonitor

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Report description:

Home improvement was characterised by a growing demand for more sustainable, low-maintenance options in 2023. Of particular note was the ongoing decline in sales of carpets (in constant value terms), thanks to a growing consumer awareness of the negative impact of non-biodegradable synthetic materials used in carpet production on the environment which led some consumers to refrain from buying these items. By contrast, floor tiles, which are considered to be more environmentally friendly than car...

Euromonitor International's Home Improvement in Taiwan report offers a comprehensive guide to the size and shape of market demand at a national level. It provides the latest retail sales data (historic date range), allowing you to identify the categories driving growth. It also identifies the leading companies and their brands, and offers strategic analysis of key factors influencing demand - from new product developments, consumer lifestyles, route to market and pricing issues. Forecasts to 2027 illustrate how market demand is expected to evolve in the medium-term

Product coverage: Bathroom and Sanitaryware, Floor Covering, Hand Tools, Hardware, Home Paint, Kitchen Sinks, Other Home Improvement, Power Tools, Wall Covering.

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

Why buy this report?

- * Get a detailed picture of the Home Improvement 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

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Cordless drills outperform corded versions

Wall covering products see buoyant demand

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Positive growth expected for 2023 and beyond

Textured paint set to rise in popularity in the near future

Wooden flooring and floor tiles are set to outperform vinyl flooring in the coming years

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