

Homewares in Taiwan

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

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Report description:

Homeware products failed to see any visible growth in constant value terms in 2022, despite the continuation of the home cooking trend. This was in sharp contrast to 2021, when COVID-19 restrictions required people to spend longer periods of time at home. This led many consumers to turn their attention to the kitchen to cook and relax, which translated into a notable upturn in value sales of homewares, in particular stove top cookware, ovenware, kitchen utensils and food storage. With consumers...

Euromonitor International's Homewares 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: Dining, Kitchen.

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

Why buy this report?

- * Get a detailed picture of the Homewares 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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reliable information resources to help drive informed strategic planning.

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Weaker performance for homewares, despite continuation of home cooking trend

Reduction in amount of time devoted to home cooking negatively impacts sales of food storage items and kitchen utensils

IKEA leads highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Continued interest in home cooking will lead to continued demand for homeware essentials

Beverageware, cutlery and dinnerware will see increased sales

Unbranded products expected to account for majority of homewares in Taiwan

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