

Home and Garden in Taiwan

Market Direction | 2023-05-17 | 42 pages | Euromonitor

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Report description:

Home and garden in Taiwan experienced static growth in constant value terms in 2022, in contrast to the more buoyant performance of the previous year. While the country's inflation rate was relatively low compared to other markets in the Asia Pacific region, such as Singapore, spiralling food prices, exacerbated by supply chain disruptions arising from the war in Ukraine, placed a squeeze on household budgets. With the economic outlook looking uncertain, consumers were reluctant to spend their h...

Euromonitor International's Home and Garden 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: Home Improvement and Gardening, Homewares and Home Furnishings.

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 and Garden 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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IKEA leads highly fragmented competitive landscape while e-commerce gains share thanks to festive promotions

PROSPECTS AND OPPORTUNITIES

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Beverageware, cutlery and dinnerware will see increased sales

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