

Food Preparation Appliances in Taiwan

Market Direction | 2024-01-19 | 36 pages | Euromonitor

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Report description:

Following the outbreak of COVID-19, consumers gradually returned to eating out and using food delivery services more frequently. Less time was spent cooking at home, leading to lower expenditure on food preparation in 2023.

Euromonitor International's Food Preparation Appliances 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 2019-2023, 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 2028 illustrate how the market is set to change.

Product coverage: Blenders, Food Processors, Juice Extractors, Mixers, Other Food Preparation Appliances.

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

Why buy this report?

- * Get a detailed picture of the Food Preparation Appliances 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 online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2023 DEVELOPMENTS

Lack of momentum due to low level of product innovation in 2023

Demands vary between different demographics in Taiwan

Mixers register the strongest retail volume growth, while juicers decline

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Local players deploy different strategies to international players

Smaller brands increase brand visibility through flexible online marketing

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