

Microwaves in Taiwan

Market Direction | 2024-01-19 | 34 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Despite its higher electricity consumption, microwaves are considered kitchen essentials in Taiwan. As such, the penetration rates of microwaves continued to slightly increase in 2023. COVID-19 did not have a negative impact on its overall sales performance, with ongoing, steady local demand. Built-in microwaves are less popular than freestanding options, which is attributed to fewer models, greater price gaps and more complicated electricity wiring. Consequently, freestanding products continued...

Euromonitor International's Microwaves 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: Built-in Microwaves, Freestanding Microwaves.

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

Why buy this report?

- * Get a detailed picture of the Microwaves 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Microwaves in Taiwan
Euromonitor International
January 2024

List Of Contents And Tables

MICROWAVES IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Microwaves record stable demand, regarded as a necessity in Taiwan
Multifunctional products continue to increase in Taiwanese households in 2023
E-commerce witnesses an increase due to the convenience of online shopping

PROSPECTS AND OPPORTUNITIES

Panasonic leads microwaves with expanding advantages in sales volumes
Local brands are striving to compete in the entry-level market in Taiwan
E-commerce sales set to increase as COVID-19 consumption habits persist

CATEGORY DATA

- Table 1 Sales of Microwaves by Category: Volume 2018-2023
Table 2 Sales of Microwaves by Category: Value 2018-2023
Table 3 Sales of Microwaves by Category: % Volume Growth 2018-2023
Table 4 Sales of Microwaves by Category: % Value Growth 2018-2023
Table 5 Sales of Microwaves by Smart Appliances: % Volume 2019-2023
Table 6 NBO Company Shares of Microwaves: % Volume 2019-2023
Table 7 LBN Brand Shares of Microwaves: % Volume 2020-2023
Table 8 Distribution of Microwaves by Format: % Volume 2018-2023
Table 9 Production of Microwaves: Total Volume 2018-2023
Table 10 □Forecast Sales of Microwaves by Category: Volume 2023-2028
Table 11 □Forecast Sales of Microwaves by Category: Value 2023-2028
Table 12 □Forecast Sales of Microwaves by Category: % Volume Growth 2023-2028
Table 13 □Forecast Sales of Microwaves by Category: % Value Growth 2023-2028

CONSUMER APPLIANCES IN TAIWAN

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

- Table 14 Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 15 Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

- Table 16 Sales of Consumer Appliances by Category: Volume 2018-2023
Table 17 Sales of Consumer Appliances by Category: Value 2018-2023
Table 18 Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
Table 19 Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21	Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 22	Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 23	□Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 24	□Sales of Small Appliances by Category: Volume 2018-2023
Table 25	□Sales of Small Appliances by Category: Value 2018-2023
Table 26	□Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 27	□Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 28	□NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 29	□LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 30	□NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 31	□LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 32	□Distribution of Major Appliances by Format: % Volume 2018-2023
Table 33	□Distribution of Small Appliances by Format: % Volume 2018-2023
Table 34	□Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 35	□Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 36	□Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 37	□Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 38	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 39	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 40	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 41	□Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 42	□Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 43	□Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 44	□Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 45	□Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Microwaves in Taiwan

Market Direction | 2024-01-19 | 34 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com