

Refrigeration Appliances in Taiwan

Market Direction | 2024-01-19 | 41 pages | Euromonitor

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Report description:

Following the outbreak of COVID-19, Taiwan reopened the national border at the end of 2022, leading many consumers to travel abroad after having restrictions in place for over two years. In addition to a shift from spending on goods to experiences, there was a slowdown in the local real estate market, with consumers unwilling to invest in major appliances, including refrigeration appliances, unless necessary.

Euromonitor International's Refrigeration 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: Built-in Refrigeration Appliances, Electric Wine Coolers/Chillers, Freestanding Refrigeration Appliances, Freezers, Fridge Freezers, Fridges.

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

Why buy this report?

- * Get a detailed picture of the Refrigeration 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.

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E-commerce continues to grow, however, physical stores offer added benefits

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