

Appliances and Electronics Specialists in Taiwan

Market Direction | 2024-02-29 | 34 pages | Euromonitor

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Report description:

Appliances and electronics specialists in Taiwan witnessed a fluctuating trajectory in 2023, shaped significantly by seasonal sales trends. While the pandemic-induced surge in demand for remote working and online schooling propelled sales of personal computers and related accessories in 2021, the subsequent years witnessed a gradual slowdown. Retail sales of home appliances saw modest growth in 2022, followed by a relative decline in the first half of 2023. However, hopes were pinned on the latt...

Euromonitor International's Appliances and Electronics Specialists in Taiwan report offers insight into key trends and developments driving the industry. The report examines all retail channels to provide sector insight. Channels include hypermarkets, supermarkets, discounters, convenience stores, mixed retailers, health and beauty retailers, clothing and footwear retailers, furniture and furnishing stores, DIY and hardware stores, durable goods retailers, leisure and personal goods retailers. There are profiles of leading retailers, with analysis of their performance and the challenges they face. There is also analysis of non-store retailing: vending; homeshopping; internet retailing; direct selling, as available.

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

Why buy this report?

- * Get a detailed picture of the Appliances and Electronics Specialists 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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