

Consumer Electronics in Taiwan

Market Direction | 2024-08-16 | 81 pages | Euromonitor

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Report description:

Consumer electronics in Taiwan saw a decline once again in volume terms but some growth in current value terms in 2024, mainly due to a post-pandemic recovery in expenditure on outbound travel in 2023, along with the launch of more AI-initiated technologies and relevant new models in 2024.

Euromonitor International's Consumer Electronics in Taiwan report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, 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, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Computers and Peripherals, In-Car Entertainment, In-Home Consumer Electronics, Portable Consumer Electronics.

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

Why buy this report?

- * Get a detailed picture of the Consumer Electronics 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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Some volume growth in 2024 after posting significant decline in 2023
Innovative models continue to attract consumer interest
Printers register decline once again as consumer demand falls away

PROSPECTS AND OPPORTUNITIES

AsusTek will continue progressively marketing its gaming computers, ultra-slim laptops, desktops and laptops (business)
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 Audio separates and home cinema and speakers see slower declines, thanks to popularity of soundbars
 Appliances and electronics specialists remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

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