

## **Food Preparation Appliances in Taiwan**

Market Direction | 2025-01-10 | 36 pages | Euromonitor

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### **Report description:**

With Taiwanese consumers returning to foodservice outlets and using food delivery services more frequently than prior to the pandemic, less time is being spent at home cooking and sales of food preparation appliances continued to decline in 2024. Younger consumers are still more attracted to innovative products with fashionable aesthetics and designs gaining appeal rather than simply stronger functionality. With consumers spending more money on experiences and outbound travel, demand for small a...

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 2020-2024, 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 2029 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.

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reliable information resources to help drive informed strategic planning.

**Table of Contents:**

Food Preparation Appliances in Taiwan  
Euromonitor International  
January 2025

List Of Contents And Tables

**FOOD PREPARATION APPLIANCES IN TAIWAN**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Lack of product innovation limits sales potential  
Demands vary between different demographics in Taiwan  
Mixers demonstrate solid volume growth buoyed by promotions

**PROSPECTS AND OPPORTUNITIES**

Panasonic and Philips lead the category  
Imported brands differentiate themselves from local alternatives through innovation  
Smaller brands increase their brand visibility through social media marketing

**CATEGORY DATA**

- Table 1 Sales of Food Preparation Appliances by Category: Volume 2019-2024
- Table 2 Sales of Food Preparation Appliances by Category: Value 2019-2024
- Table 3 Sales of Food Preparation Appliances by Category: % Volume Growth 2019-2024
- Table 4 Sales of Food Preparation Appliances by Category: % Value Growth 2019-2024
- Table 5 NBO Company Shares of Food Preparation Appliances: % Volume 2020-2024
- Table 6 LBN Brand Shares of Food Preparation Appliances: % Volume 2021-2024
- Table 7 Distribution of Food Preparation Appliances by Format: % Volume 2019-2024
- Table 8 Forecast Sales of Food Preparation Appliances by Category: Volume 2024-2029
- Table 9 Forecast Sales of Food Preparation Appliances by Category: Value 2024-2029
- Table 10 □Forecast Sales of Food Preparation Appliances by Category: % Volume Growth 2024-2029
- Table 11 □Forecast Sales of Food Preparation Appliances by Category: % Value Growth 2024-2029

**CONSUMER APPLIANCES IN TAIWAN**

**EXECUTIVE SUMMARY**

Consumer appliances in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer appliances?

**MARKET INDICATORS**

- Table 12 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 13 Replacement Cycles of Consumer Appliances by Category 2019-2025

**MARKET DATA**

- Table 14 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 15 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 16 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 17 Sales of Consumer Appliances by Category: % Value Growth 2019-2024

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Table 18 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024  
Table 19 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024  
Table 20 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024  
Table 21 □Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024  
Table 22 □Sales of Small Appliances by Category: Volume 2019-2024  
Table 23 □Sales of Small Appliances by Category: Value 2019-2024  
Table 24 □Sales of Small Appliances by Category: % Volume Growth 2019-2024  
Table 25 □Sales of Small Appliances by Category: % Value Growth 2019-2024  
Table 26 □NBO Company Shares of Major Appliances: % Volume 2020-2024  
Table 27 □LBN Brand Shares of Major Appliances: % Volume 2021-2024  
Table 28 □NBO Company Shares of Small Appliances: % Volume 2020-2024  
Table 29 □LBN Brand Shares of Small Appliances: % Volume 2021-2024  
Table 30 □Distribution of Major Appliances by Format: % Volume 2019-2024  
Table 31 □Distribution of Small Appliances by Format: % Volume 2019-2024  
Table 32 □Forecast Sales of Consumer Appliances by Category: Volume 2024-2029  
Table 33 □Forecast Sales of Consumer Appliances by Category: Value 2024-2029  
Table 34 □Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029  
Table 35 □Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029  
Table 36 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029  
Table 37 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029  
Table 38 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029  
Table 39 □Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029  
Table 40 □Forecast Sales of Small Appliances by Category: Volume 2024-2029  
Table 41 □Forecast Sales of Small Appliances by Category: Value 2024-2029  
Table 42 □Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029  
Table 43 □Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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