

Home Laundry Appliances in Taiwan

Market Direction | 2025-01-10 | 38 pages | Euromonitor

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Report description:

The strong desire for outbound travel among the Taiwanese contributed to volume sales decline in home laundry appliances during 2024. The weak performance of the local housing market also damped demand for these appliances. Since the pandemic, locals have been more inclined to buy home laundry appliances with disinfection functionality, but this has been gradually replaced by energy efficiency and mildew proof features in more recent years. These have become a key feature among local products. D...

Euromonitor International's Home Laundry 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: Automatic Dryers, Automatic Washer Dryers, Automatic Washing Machines, Built-in Home Laundry Appliances, Freestanding Home Laundry Appliances, Semi-Automatic Washing Machines.

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

Why buy this report?

- * Get a detailed picture of the Home Laundry 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.

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2024 DEVELOPMENTS

Muted sales due to weak performance of washing machines
Longer rainy season drives demand for dryers and washer dryers
Physical stores lead as retail e-commerce gains significance

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Domestic brands concentrate on automatic washing machines

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