

## **Small Cooking Appliances in Taiwan**

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

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### **Report description:**

Less time spent cooking at home has weighed on the performance of small cooking appliances in Taiwan during 2024 with consumers less inclined to invest in most items. For example, following a surge in volume sales during the pandemic, air fryers witnessed a strong decline over 2024. Rising prices have also reduced the desire to invest in new small cooking appliances. Faced with higher costs, manufacturers were reluctant to adjust pricing strategies due to the price sensitivity of Taiwanese consu...

Euromonitor International's Small Cooking 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: Breadmakers, Coffee Machines, Coffee Mills, Electric Grills, Electric Steamers, Freestanding Hobs, Fryers, Kettles, Other Small Cooking Appliances, Rice Cookers, Slow Cookers.

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

Why buy this report?

- \* Get a detailed picture of the Small Cooking 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.

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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Euromonitor International

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