

## Home Care in Taiwan

Market Direction | 2025-02-13 | 63 pages | Euromonitor

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### Report description:

Home care in Taiwan witnessed retail current value growth in 2024, although this was at a slightly slower rate than seen in 2023. Growth was driven by the continued focus on antibacterial products, as well as other features, such as deodorisation, which were integrated into and added value to new product launches. Value growth was also pushed by several rounds of price adjustments, pushed by inflationary pressure, as well as the search by consumers for products to improve their quality of life.

Euromonitor International's Home Care in Taiwan market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2029 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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 Care 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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## Table of Contents:

Home Care in Taiwan  
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### List Of Contents And Tables

#### HOME CARE IN TAIWAN

##### EXECUTIVE SUMMARY

Home care in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for home care?

##### MARKET INDICATORS

Table 1 Households 2019-2024

##### MARKET DATA

Table 2 Sales of Home Care by Category: Value 2019-2024

Table 3 Sales of Home Care by Category: % Value Growth 2019-2024

Table 4 NBO Company Shares of Home Care: % Value 2020-2024

Table 5 LBN Brand Shares of Home Care: % Value 2021-2024

Table 6 Penetration of Private Label in Home Care by Category: % Value 2019-2024

Table 7 Distribution of Home Care by Format: % Value 2019-2024

Table 8 Distribution of Home Care by Format and Category: % Value 2024

Table 9 Forecast Sales of Home Care by Category: Value 2024-2029

Table 10 Forecast Sales of Home Care by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### LAUNDRY CARE IN TAIWAN

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Laundry care maintains value growth in 2024, mostly due to price increases and products with improved features

Liquid tablet detergents continues to post the fastest growth due to convenience, and attention from younger consumers

Retail e-commerce continues to perform well, while Costco grows, but migration to other channels is possible

##### PROSPECTS AND OPPORTUNITIES

Deodorant feature expected to be a main focus over the forecast period

International brands will continue to hold more share than local players

Consumption polarisation likely to maintain its momentum in Taiwan

##### CATEGORY INDICATORS

Table 11 Household Possession of Washing Machines 2019-2024

##### CATEGORY DATA

Table 12 Sales of Laundry Care by Category: Value 2019-2024

Table 13 Sales of Laundry Care by Category: % Value Growth 2019-2024

Table 14 Sales of Laundry Aids by Category: Value 2019-2024

Table 15 Sales of Laundry Aids by Category: % Value Growth 2019-2024

Table 16 Sales of Laundry Detergents by Category: Value 2019-2024

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Table 17 Sales of Laundry Detergents by Category: % Value Growth 2019-2024

Table 18 Sales of In-Wash Spot and Stain Removers by Type: % Value Breakdown 2019-2024

Table 19 NBO Company Shares of Laundry Care: % Value 2020-2024

Table 20 LBN Brand Shares of Laundry Care: % Value 2021-2024

Table 21 NBO Company Shares of Laundry Aids: % Value 2020-2024

Table 22 LBN Brand Shares of Laundry Aids: % Value 2021-2024

Table 23 NBO Company Shares of Laundry Detergents: % Value 2020-2024

Table 24 LBN Brand Shares of Laundry Detergents: % Value 2021-2024

Table 25 Forecast Sales of Laundry Care by Category: Value 2024-2029

Table 26 Forecast Sales of Laundry Care by Category: % Value Growth 2024-2029

## DISHWASHING IN TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Automatic dishwashing records the highest growth due to the heating and sterilisation functions offered by dishwashers

Taiwanese consumers show interest in automatic dishwashing tablets

Antibacterial feature remains a top concern amongst Taiwanese consumers in 2024

#### PROSPECTS AND OPPORTUNITIES

Popularity of antibacterial feature expected to persist in hand dishwashing

International players set to continue losing share to local players

Retail e-commerce will have growth potential over the forecast period

#### CATEGORY INDICATORS

Table 27 Household Possession of Dishwashers 2019-2024

### CATEGORY DATA

Table 28 Sales of Dishwashing by Category: Value 2019-2024

Table 29 Sales of Dishwashing by Category: % Value Growth 2019-2024

Table 30 NBO Company Shares of Dishwashing: % Value 2020-2024

Table 31 LBN Brand Shares of Dishwashing: % Value 2021-2024

Table 32 Forecast Sales of Dishwashing by Category: Value 2024-2029

Table 33 Forecast Sales of Dishwashing by Category: % Value Growth 2024-2029

## SURFACE CARE IN TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Surface care maintains growth due to the dynamism of bathroom cleaners

Home care wipes and floor cleaning systems keeps posting moderate growth

Retail e-commerce maintains a high share of distribution even after the pandemic

#### PROSPECTS AND OPPORTUNITIES

Positive performance set to be maintained as demand for hygiene remains high

Domestic brands will endeavour to gain more traction in surface care

Antibacterial features and the integration of baking soda expected over the forecast period

#### CATEGORY DATA

Table 34 Sales of Surface Care by Category: Value 2019-2024

Table 35 Sales of Surface Care by Category: % Value Growth 2019-2024

Table 36 Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2019-2024

Table 37 Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Surface Care: % Value 2020-2024

Table 39 LBN Brand Shares of Surface Care: % Value 2021-2024

Table 40 NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2024

Table 41 LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2021-2024

Table 42 Forecast Sales of Surface Care by Category: Value 2024-2029

Table 43 Forecast Sales of Surface Care by Category: % Value Growth 2024-2029

BLEACH IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bleach sees a continued volume decline, but sales remain higher than pre-pandemic

Private label has a higher share in bleach than in other home care categories

Bleach is limited to certain usages in the home

PROSPECTS AND OPPORTUNITIES

Bleach expected to show little volume movement over the forecast period

Local players are limited by the strong performance of international brands in bleach

The unpleasant odour of bleach likely to be addressed

CATEGORY DATA

Table 44 Sales of Bleach: Value 2019-2024

Table 45 Sales of Bleach: % Value Growth 2019-2024

Table 46 NBO Company Shares of Bleach: % Value 2020-2024

Table 47 LBN Brand Shares of Bleach: % Value 2021-2024

Table 48 Forecast Sales of Bleach: Value 2024-2029

Table 49 Forecast Sales of Bleach: % Value Growth 2024-2029

TOILET CARE IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toilet care registers continued growth in 2024

Toilet liquids/foam continues to register higher value sales than in-cistern devices

In-cistern devices has lower consumer trust, while ITBs is hampered by high prices

PROSPECTS AND OPPORTUNITIES

Toilet care expected to maintain stable growth over the forecast period

International brands set to maintain their lead in toilet care

Private label will continue to account for a negligible share due to the popularity of standard brands

CATEGORY DATA

Table 50 Sales of Toilet Care by Category: Value 2019-2024

Table 51 Sales of Toilet Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Toilet Care: % Value 2020-2024

Table 53 LBN Brand Shares of Toilet Care: % Value 2021-2024

Table 54 Forecast Sales of Toilet Care by Category: Value 2024-2029

Table 55 Forecast Sales of Toilet Care by Category: % Value Growth 2024-2029

POLISHES IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Various factors drive polishes to maintain volume and value decline

Demand for furniture polish witnesses continued decline in 2024

Sales of shoe polish remain limited in Taiwan due to local climate and changing consumer habits

PROSPECTS AND OPPORTUNITIES

Polishes expected to keep declining and become a niche category in Taiwan

The extremely high value share held by SC Johnson & Son makes it difficult for other players to compete

Supermarkets and hypermarkets likely to maintain their distribution lead

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## CATEGORY DATA

Table 56 Sales of Polishes by Category: Value 2019-2024

Table 57 Sales of Polishes by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Polishes: % Value 2020-2024

Table 59 LBN Brand Shares of Polishes: % Value 2021-2024

Table 60 Forecast Sales of Polishes by Category: Value 2024-2029

Table 61 Forecast Sales of Polishes by Category: % Value Growth 2024-2029

## AIR CARE IN TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Air care shows slightly faster growth in 2024, due to consumers' interest in wellbeing

Liquid air fresheners continues its growth momentum in 2024

Stronger growth prevented by the fact that air care products are not regarded as daily essentials

### PROSPECTS AND OPPORTUNITIES

Air care expected to maintain its increasing trend over the forecast period

Local brands will continue to account for the majority of share in air care

Retail e-commerce expected to gain further traction over the forecast period

## CATEGORY DATA

Table 62 Sales of Air Care by Category: Value 2019-2024

Table 63 Sales of Air Care by Category: % Value Growth 2019-2024

Table 64 Sales of Air Care by Fragrance: Value Ranking 2022-2024

Table 65 NBO Company Shares of Air Care: % Value 2020-2024

Table 66 LBN Brand Shares of Air Care: % Value 2021-2024

Table 67 Forecast Sales of Air Care by Category: Value 2024-2029

Table 68 Forecast Sales of Air Care by Category: % Value Growth 2024-2029

## HOME INSECTICIDES IN TAIWAN

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Home insecticides sees continued growth due to the hotter and more humid weather in Taiwan in 2024

Spray/aerosol insecticides accounts for the highest value sales and the fastest growth

Other home insecticides declines, mainly due to the high entry barriers in Taiwan

### PROSPECTS AND OPPORTUNITIES

Home insecticides set to maintain stable growth over the forecast period

Domestic players will continue to dominate due to low prices and wide product ranges and distribution

Traditional hardware stores a unique local retail channel in Taiwan

## CATEGORY DATA

Table 69 Sales of Home Insecticides by Category: Value 2019-2024

Table 70 Sales of Home Insecticides by Category: % Value Growth 2019-2024

Table 71 Sales of Spray/Aerosol Insecticides by Type: % Value 2019-2024

Table 72 NBO Company Shares of Home Insecticides: % Value 2020-2024

Table 73 LBN Brand Shares of Home Insecticides: % Value 2021-2024

Table 74 Forecast Sales of Home Insecticides by Category: Value 2024-2029

Table 75 Forecast Sales of Home Insecticides by Category: % Value Growth 2024-2029

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