



Surface Care in Taiwan

February 2024

Table of Contents

Surface Care in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail value growth driven by bathroom, kitchen and floor cleaners

Home care wipes post moderate growth due to steady sales of Farcent

Ease and convenience drive ongoing growth in e-commerce

PROSPECTS AND OPPORTUNITIES

Positive retail value and volume growth driven by ongoing innovations

Domestic brands invest to gain share in surface care over the forecast period

Ongoing trends include antibacterial features and the use of baking soda

CATEGORY DATA

Table 1 - Sales of Surface Care by Category: Value 2018-2023

Table 2 - Sales of Surface Care by Category: % Value Growth 2018-2023

Table 3 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2018-2023

Table 4 - Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Surface Care: % Value 2019-2023

Table 6 - LBN Brand Shares of Surface Care: % Value 2020-2023

Table 7 - NBO Company Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2019-2023

Table 8 - LBN Brand Shares of Home Care Wipes and Floor Cleaning Systems: % Value 2020-2023

Table 9 - Forecast Sales of Surface Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Surface Care by Category: % Value Growth 2023-2028

Home Care in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Home care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for home care?

MARKET INDICATORS

Table 11 - Households 2018-2023

MARKET DATA

Table 12 - Sales of Home Care by Category: Value 2018-2023

Table 13 - Sales of Home Care by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Home Care: % Value 2019-2023

Table 15 - LBN Brand Shares of Home Care: % Value 2020-2023

Table 16 - Penetration of Private Label in Home Care by Category: % Value 2018-2023

Table 17 - Distribution of Home Care by Format: % Value 2018-2023

Table 18 - Distribution of Home Care by Format and Category: % Value 2023

Table 19 - Forecast Sales of Home Care by Category: Value 2023-2028

Table 20 - Forecast Sales of Home Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/surface-care-in-taiwan/report.