

Large Cooking Appliances in Taiwan

January 2024

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Large Cooking Appliances in Taiwan - Category analysis

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2023 DEVELOPMENTS

Following rising growth, large cooking appliance sales slow down
Consumers increasingly opt for multifunctional models that save space
Ovens remain niche compared to other large cooking appliances in Taiwan

PROSPECTS AND OPPORTUNITIES

Leader Sakura expands its share through diversified brand strategies
Local players dominate the landscape, while international brands focus on ovens
Construction demonstrates its significance in influencing overall sales performance

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