

Refrigeration Appliances in Taiwan

January 2024

Table of Contents

Refrigeration Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressure and a shift from goods to experiences curbs growth in 2023

Fridge freezers maintain momentum, while freezers showcase a declining trend

E-commerce continues to grow, however, physical stores offer added benefits

PROSPECTS AND OPPORTUNITIES

Panasonic expands its share through innovative product launches and stores

Domestic brands to focus on different formats from international competitors

Penetration through online marketing will increase over the forecast period

CATEGORY DATA

Table 1 - Sales of Refrigeration Appliances by Category: Volume 2018-2023

Table 2 - Sales of Refrigeration Appliances by Category: Value 2018-2023

Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2018-2023

Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2018-2023

Table 5 - Sales of Freezers by Format: % Volume 2018-2023

Table 6 - Sales of Freezers by Volume Capacity: % Volume 2018-2023

Table 7 - Sales of Fridge Freezers by Format: % Volume 2018-2023

Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2018-2023

Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2019-2023

Table 10 - Sales of Fridges by Volume Capacity: % Volume 2018-2023

Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2019-2023

Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2020-2023

Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2019-2023

Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2019-2023

Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2019-2023

Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2019-2023

Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2018-2023

Table 18 - Production of Refrigeration Appliances: Total Volume 2018-2023

Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2023-2028

Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2023-2028

Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Refrigeration Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

MARKET INDICATORS

Table 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024

Table 24 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 25 - Sales of Consumer Appliances by Category: Volume 2018-2023

Table 26 - Sales of Consumer Appliances by Category: Value 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023
 Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
 Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
 Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
 Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
 Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
 Table 33 - Sales of Small Appliances by Category: Volume 2018-2023
 Table 34 - Sales of Small Appliances by Category: Value 2018-2023
 Table 35 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
 Table 36 - Sales of Small Appliances by Category: % Value Growth 2018-2023
 Table 37 - NBO Company Shares of Major Appliances: % Volume 2019-2023
 Table 38 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
 Table 39 - NBO Company Shares of Small Appliances: % Volume 2019-2023
 Table 40 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
 Table 41 - Distribution of Major Appliances by Format: % Volume 2018-2023
 Table 42 - Distribution of Small Appliances by Format: % Volume 2018-2023
 Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
 Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
 Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
 Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
 Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
 Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
 Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
 Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
 Table 51 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
 Table 52 - Forecast Sales of Small Appliances by Category: Value 2023-2028
 Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
 Table 54 - Forecast Sales of Small Appliances 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/refrigeration-appliances-in-taiwan/report.