

Home Audio and Cinema in Taiwan

August 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Home audio and cinema continue to decline in face of evolving technological innovations
Audio separates and home cinema and speakers systems see slower declines, thanks to popularity of soundbars
Appliances and electronics specialists allow consumers space and time to experience new products prior to making a purchase

PROSPECTS AND OPPORTUNITIES

Panasonic continues lead in 2023, thanks to its focus on high-quality products
Sony is expected to maintain a strong showing
Local brands will strive to gain share

CATEGORY DATA

- Table 1 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
- Table 2 - Sales of Home Audio and Cinema by Category: Value 2018-2023
- Table 3 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
- Table 4 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023
- Table 5 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
- Table 6 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
- Table 7 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
- Table 8 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
- Table 9 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
- Table 10 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
- Table 11 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Consumer Electronics in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer electronics?

MARKET DATA

- Table 12 - Sales of Consumer Electronics by Category: Volume 2018-2023
- Table 13 - Sales of Consumer Electronics by Category: Value 2018-2023
- Table 14 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023
- Table 15 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023
- Table 16 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023
- Table 17 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023
- Table 18 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023
- Table 19 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028
- Table 20 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028
- Table 21 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028
- Table 22 - Forecast Sales of Consumer Electronics 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/home-audio-and-cinema-in-taiwan/report.