

Small Cooking Appliances in Taiwan

January 2024

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Small Cooking Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low levels of growth as spending shifts from goods to experiences in 2023 Standard coffee machines record growth, aligning with the rising coffee culture Rice cookers continue to be used in the preparation of local dishes

PROSPECTS AND OPPORTUNITIES

Tatung maintains its leading position in small cooking appliances in Taiwan Local brands account for the majority of sales, while international players grow Online marketing strategies drive sales within small cooking appliances

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