



Microwaves in Taiwan

February 2026

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Free standing microwaves dominate sales while leading retail value growth

Chart 1 - Key Trends 2025

INDUSTRY PERFORMANCE

Freestanding microwaves support sales in microwaves as consumers seek competitive prices

Stable economic conditions support the demand for microwaves

Panasonic sets a new standard for multifunctionality in microwaves

Chart 2 - Panasonic Launches a Full-Sized Multifunctional Microwave in 2025

WHAT'S NEXT?

Local players are expected to focus on affordability and distribution

Freestanding microwaves are set to dominate sales despite changing consumer habits

Multifunctionality is set to shape product innovation and drive competition

COMPETITIVE LANDSCAPE

Panasonic consolidates its lead with innovative multifunctional models

Local brands deliver affordable products to help build penetration

CHANNELS

Retail e-commerce dominates microwave sales as consumers appreciate convenience

Retail e-commerce leads sales while in-store guidance remains important for some consumers

PRODUCTS

Electrolux and Panasonic drive innovation with multifunctional models

Chart 3 - Electrolux launched its multi-functional microwave model in 2025

Relon introduces new imported brand to cater to younger consumers

Chart 4 - Relon Introduces brand Only into Taiwan in 2025

COUNTRY REPORTS DISCLAIMER

Consumer Appliances in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Stable sales in Taiwan consumer appliances are driven by energy efficiency and innovation

KEY DATA FINDINGS

Chart 5 - Key Trends 2025

Chart 6 - Analyst Insight

INDUSTRY PERFORMANCE

Low volume growth amidst economic and consumer challenges

Air conditioners lead consumer appliances amid rising temperatures and energy-efficiency initiatives

The government subsidy programme accelerates energy efficient appliance adoption

Chart 7 - Panasonic Launches Different Product Lines to Align with Energy Stimulus Package

WHAT'S NEXT?

Challenges to growth are expected to include economic conditions and consumer confidence

Air conditioners expected to remain the largest subcategory with rising temperatures and energy-efficiency initiatives

Energy efficiency, smart functionality, and hygiene features will shape Taiwan's consumer appliances market

Chart 8 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Panasonic leads through a diverse product portfolio and focus on local engagement

A stable competitive landscape offers growth opportunities in Taiwan's consumer appliances market

CHANNELS

Physical stores retain the lead in distribution as consumers appreciate in-store services

Retail e-commerce gains traction through ease, convenience and online promotional activities

PRODUCTS

Sustainability and energy efficiency drive innovation in Taiwan's consumer appliances market

Chart 9 - Panasonic Launches its Newly Updated Fridge Freezer Using Sintered Stone

Space constraints drive demand for compact, multi-functionality designs

Chart6 Panasonic - Launches its First Stacked-Up Washing Machines with Dryers.

ECONOMIC CONTEXT

Chart 10 - Real GDP Growth and Inflation 2020-2030

Chart 11 - PEST Analysis in Taiwan 2025

CONSUMER CONTEXT

Chart 12 - Key Insights on Consumers in Taiwan 2025

Chart 13 - Consumer Landscape in Taiwan 2025

COUNTRY REPORTS 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/microwaves-in-taiwan/report.