

Food Preparation Appliances in Taiwan

January 2024

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Food Preparation Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lack of momentum due to low level of product innovation in 2023
Demands vary between different demographics in Taiwan
Mixers register the strongest retail volume growth, while juicers decline

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Panasonic to retain the leading position, closely followed by Philips
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