

Homewares in Taiwan

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

2022 witnesses a fall in homewares sales following replacement trend in 2021

Reduction in the amount of time devoted to home cooking negatively impacts sales of food storage items

IKEA leads highly fragmented competitive landscape while e-commerce gains share thanks to festive promotions

PROSPECTS AND OPPORTUNITIES

Continued interest in home cooking will lead to continued demand for homeware essentials

Beverageware, cutlery and dinnerware will see increased sales

Unbranded products expected to account for majority of homewares in Taiwan

CATEGORY DATA

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DISCLAIMER

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