Home and Garden in Taiwan

EXECUTIVE SUMMARY

Home and garden in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for home and garden?

MARKET DATA

Table 1 - Sales of Home and Garden by Category: Value 2017-2022
Table 2 - Sales of Home and Garden by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Home and Garden: % Value 2018-2022
Table 4 - LBN Brand Shares of Home and Garden: % Value 2019-2022
Table 5 - Distribution of Home and Garden by Format: % Value 2017-2022
Table 6 - Distribution of Home and Garden by Format and Category: % Value 2022
Table 7 - Forecast Sales of Home and Garden by Category: Value 2022-2027
Table 8 - Forecast Sales of Home and Garden by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Home Improvement in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low-maintenance requirements and durability of floor tiles benefit their sales in 2022
Cordless drills outperform corded versions
Wall covering products see buoyant demand

PROSPECTS AND OPPORTUNITIES

Positive growth expected for 2023 and beyond
Textured paint set to rise in popularity in the near future
Wooden flooring is set to outperform vinyl flooring in the coming years

CATEGORY DATA

Table 9 - Sales of Home Improvement by Category: Value 2017-2022
Table 10 - Sales of Home Improvement by Category: % Value Growth 2017-2022
Table 11 - NBO Company Shares of Home Improvement: % Value 2018-2022
Table 12 - LBN Brand Shares of Home Improvement: % Value 2019-2022
Table 13 - Distribution of Home Improvement by Format: % Value 2017-2022
Table 14 - Forecast Sales of Home Improvement by Category: Value 2022-2027
Table 15 - Forecast Sales of Home Improvement by Category: % Value Growth 2022-2027

Gardening in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shortage of outdoor space boosts demand for indoor plants
Grow-your-own food trend continues to benefit seed sales
Demand for sustainable fertilisers gains traction
PROSPECTS AND OPPORTUNITIES

Ongoing popularity of gardening will boost sales of essentials, such as soil and hand tools.
Pots and planters will witness high demand, thanks to ongoing interest in indoor gardening.
E-commerce to gain further share.

CATEGORY DATA

Table 16 - Sales of Gardening by Category: Value 2017-2022
Table 17 - Sales of Gardening by Category: % Value Growth 2017-2022
Table 18 - NBO Company Shares of Gardening: % Value 2018-2022
Table 19 - LBN Brand Shares of Gardening: % Value 2019-2022
Table 20 - Distribution of Gardening by Format: % Value 2017-2022
Table 21 - Forecast Sales of Gardening by Category: Value 2022-2027
Table 22 - Forecast Sales of Gardening by Category: % Value Growth 2022-2027

Homewares in Taiwan

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

Table 23 - Sales of Homewares by Category: Value 2017-2022
Table 24 - Sales of Homewares by Category: % Value Growth 2017-2022
Table 25 - Sales of Homewares by Material: % Value 2017-2022
Table 26 - NBO Company Shares of Homewares: % Value 2018-2022
Table 27 - LBN Brand Shares of Homewares: % Value 2019-2022
Table 28 - Distribution of Homewares by Format: % Value 2017-2022
Table 29 - Forecast Sales of Homewares by Category: Value 2022-2027
Table 30 - Forecast Sales of Homewares by Category: % Value Growth 2022-2027

Home Furnishings in Taiwan

KEY DATA FINDINGS

2022 DEVELOPMENTS

Home furnishings lack polish in unfavourable economic environment.
Bath textiles witnessed a fall in demand in 2022, following a period of buoyant growth.
Hotter temperatures reduced the demand for rugs in 2022.

PROSPECTS AND OPPORTUNITIES

Shift towards quality mattresses which enhance the sleeping experience.
Hybrid work model to increase demand for home office furniture.
Storage boxes set to remain popular among consumers.

CATEGORY DATA

Table 31 - Sales of Home Furnishings by Category: Value 2017-2022
Table 32 - Sales of Home Furnishings by Category: % Value Growth 2017-2022
Table 33 - NBO Company Shares of Home Furnishings: % Value 2018-2022
Table 34 - LBN Brand Shares of Home Furnishings: % Value 2019-2022
Table 35 - LBN Brand Shares of Light Sources: % Value 2019-2022
Table 36 - Distribution of Home Furnishings by Format: % Value 2017-2022
Table 37 - Forecast Sales of Home Furnishings by Category: Value 2022-2027
Table 38 - Forecast Sales of Home Furnishings by Category: % Value Growth 2022-2027

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, focusing 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-and-garden-in-taiwan/report](http://www.euromonitor.com/home-and-garden-in-taiwan/report).