

Large Cooking Appliances in Taiwan

January 2024

Table of Contents

Large Cooking Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following rising growth, large cooking appliance sales slow down
Consumers increasingly opt for multifunctional models that save space
Ovens remain niche compared to other large cooking appliances in Taiwan

PROSPECTS AND OPPORTUNITIES

Leader Sakura expands its share through diversified brand strategies
Local players dominate the landscape, while international brands focus on ovens
Construction demonstrates its significance in influencing overall sales performance

CATEGORY DATA

Table 1 - Sales of Large Cooking Appliances by Category: Volume 2018-2023
Table 2 - Sales of Large Cooking Appliances by Category: Value 2018-2023
Table 3 - Sales of Large Cooking Appliances by Category: % Volume Growth 2018-2023
Table 4 - Sales of Large Cooking Appliances by Category: % Value Growth 2018-2023
Table 5 - Sales of Built-in Hobs by Format: % Volume 2018-2023
Table 6 - Sales of Ovens by Smart Appliances: % Volume 2019-2023
Table 7 - NBO Company Shares of Large Cooking Appliances: % Volume 2019-2023
Table 8 - LBN Brand Shares of Large Cooking Appliances: % Volume 2020-2023
Table 9 - NBO Company Shares of Built-in Hobs: % Volume 2019-2023
Table 10 - NBO Company Shares of Ovens: % Volume 2019-2023
Table 11 - NBO Company Shares of Cooker Hoods: % Volume 2019-2023
Table 12 - NBO Company Shares of Built-in Cooker Hoods: % Volume 2019-2023
Table 13 - NBO Company Shares of Freestanding Cooker Hoods: % Volume 2019-2023
Table 14 - NBO Company Shares of Cookers: % Volume 2019-2023
Table 15 - NBO Company Shares of Range Cookers: % Volume 2019-2023
Table 16 - Distribution of Large Cooking Appliances by Format: % Volume 2018-2023
Table 17 - Production of Large Cooking Appliances: Total Volume 2018-2023
Table 18 - Forecast Sales of Large Cooking Appliances by Category: Volume 2023-2028
Table 19 - Forecast Sales of Large Cooking Appliances by Category: Value 2023-2028
Table 20 - Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2023-2028
Table 21 - Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2023-2028

Consumer Appliances in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Consumer appliances in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer appliances?

MARKET INDICATORS

Table 22 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2018-2024
Table 23 - Replacement Cycles of Consumer Appliances by Category 2018-2024

MARKET DATA

Table 24 - Sales of Consumer Appliances by Category: Volume 2018-2023
Table 25 - Sales of Consumer Appliances by Category: Value 2018-2023
Table 26 - Sales of Consumer Appliances by Category: % Volume Growth 2018-2023

Table 27 - Sales of Consumer Appliances by Category: % Value Growth 2018-2023
Table 28 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2018-2023
Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2018-2023
Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2018-2023
Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2018-2023
Table 32 - Sales of Small Appliances by Category: Volume 2018-2023
Table 33 - Sales of Small Appliances by Category: Value 2018-2023
Table 34 - Sales of Small Appliances by Category: % Volume Growth 2018-2023
Table 35 - Sales of Small Appliances by Category: % Value Growth 2018-2023
Table 36 - NBO Company Shares of Major Appliances: % Volume 2019-2023
Table 37 - LBN Brand Shares of Major Appliances: % Volume 2020-2023
Table 38 - NBO Company Shares of Small Appliances: % Volume 2019-2023
Table 39 - LBN Brand Shares of Small Appliances: % Volume 2020-2023
Table 40 - Distribution of Major Appliances by Format: % Volume 2018-2023
Table 41 - Distribution of Small Appliances by Format: % Volume 2018-2023
Table 42 - Forecast Sales of Consumer Appliances by Category: Volume 2023-2028
Table 43 - Forecast Sales of Consumer Appliances by Category: Value 2023-2028
Table 44 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2023-2028
Table 45 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2023-2028
Table 46 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2023-2028
Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2023-2028
Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2023-2028
Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2023-2028
Table 50 - Forecast Sales of Small Appliances by Category: Volume 2023-2028
Table 51 - Forecast Sales of Small Appliances by Category: Value 2023-2028
Table 52 - Forecast Sales of Small Appliances by Category: % Volume Growth 2023-2028
Table 53 - Forecast Sales of Small Appliances by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 - Research Sources

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