

# Home Improvement in Taiwan

June 2024

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## Home Improvement in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising popularity of DIY drives the demand for power tools, hand tools and hardware

Sustainability concerns continue to hamper sales of carpets, while tile flooring emerges as a popular choice over natural stone

Home improvement market sees an evolving retail landscape

#### PROSPECTS AND OPPORTUNITIES

Sluggish performance for home improvement products, as consumers continue to tighten their budgets

Sustainability is likely to influence the demand for wood flooring

Decorative paints are expected to see further growth

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