

Homewares in Taiwan

June 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest growth for kitchenware and cookware, in light of declining home-cooking trend, while dinnerware is shaped by evolving consumer preferences
E-commerce emerges as important force in distribution landscape
IKEA leads highly fragmented market

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Unbranded products expected to account for majority of homewares in Taiwan

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Home and Garden in Taiwan - Industry Overview

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