



Euromonitor  
International

# Small Cooking Appliances in Taiwan

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Table of Contents

## Small Cooking Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Small cooking appliances remains stable, driven by innovation and health trends

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

#### INDUSTRY PERFORMANCE

Manufacturers adapt to price sensitivity with new launches in small cooking appliances

Health concerns support demand for specific small cooking appliances

Rising demand for at-home espresso drives growth in Taiwan's coffee machine market

Chart 3 - Delonghi Launches its First Cold Brew Coffee Machine in 2025

#### WHAT'S NEXT?

Health and convenience drives demand for innovative in small cooking appliances

Product design, premiumisation, and digital marketing reshape competition

#### COMPETITIVE LANDSCAPE

Tatung Consumer Products and Zojirushi Taiwan lead the small cooking appliances market

Local brands hold a strong position, as international players feature in certain subcategories

#### CHANNELS

Diversified online strategies drive sales of small cooking appliances

Retail e-commerce plays a significant role while share of physical retail is low

#### PRODUCTS

Health and wellness drives product innovation with Tatung offering products for smaller households

Chart 4 - Tatung ILunched its Personal Rice Cookers with Bundled Electric Kettle

Compact designs and multi-functionality gain traction among younger consumers

Chart 5 - Recolte Continues to Launch Smaller Products to Appeal to Smaller Households

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## Consumer Appliances in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Stable sales in Taiwan consumer appliances are driven by energy efficiency and innovation

### KEY DATA FINDINGS

Chart 6 - Key Trends 2025

Chart 7 - Analyst Insight

#### INDUSTRY PERFORMANCE

Low volume growth amidst economic and consumer challenges

Air conditioners lead consumer appliances amid rising temperatures and energy-efficiency initiatives

The government subsidy programme accelerates energy efficient appliance adoption

Chart 8 - Panasonic Launches Different Product Lines to Align with Energy Stimulus Package

#### WHAT'S NEXT?

Challenges to growth are expected to include economic conditions and consumer confidence

Air conditioners expected to remain the largest subcategory with rising temperatures and energy-efficiency initiatives

Energy efficiency, smart functionality, and hygiene features will shape Taiwan's consumer appliances market

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

## COMPETITIVE LANDSCAPE

Panasonic leads through a diverse product portfolio and focus on local engagement

A stable competitive landscape offers growth opportunities in Taiwan's consumer appliances market

## CHANNELS

Physical stores retain the lead in distribution as consumers appreciate in-store services

Retail e-commerce gains traction through ease, convenience and online promotional activities

## PRODUCTS

Sustainability and energy efficiency drive innovation in Taiwan's consumer appliances market

Chart 10 - Panasonic Launches its Newly Updated Fridge Freezer Using Sintered Stone

Space constraints drive demand for compact, multi-functionality designs

Chart6 Panasonic - Launches its First Stacked-Up Washing Machines with Dryers.

## ECONOMIC CONTEXT

Chart 11 - Real GDP Growth and Inflation 2020-2030

Chart 12 - PEST Analysis in Taiwan 2025

## CONSUMER CONTEXT

Chart 13 - Key Insights on Consumers in Taiwan 2025

Chart 14 - Consumer Landscape in Taiwan 2025

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## SOURCES

Summary 1 - Research Sources

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