



Euromonitor
International

Refrigeration Appliances in Taiwan

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Table of Contents

Refrigeration Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Refrigeration appliances record steady value growth as energy efficiency and compact designs drive sales

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Stable sales amid economic shifts and rising demand for electric wine coolers/chillers

Government subsidies boost energy efficient refrigeration appliances

Chart 3 - Sharp Launches its Multiple Fridge Freezers to Focus on its Energy Efficiency Tech

WHAT'S NEXT?

Steady growth will be driven by energy efficiency and rising incomes through 2030

Consumers are expected to prioritise freshness-related technologies in fridge freezers

Increasing retail e-commerce penetration is expected to shape sales channels

COMPETITIVE LANDSCAPE

Panasonic maintains its lead with extensive product lines and Japanese brand image

Domestic brands offer cheaper formats to international competitors

CHANNELS

Appliances and electronic specialists remain dominant through offering enhanced services

Smaller brands drive sales through retail e-commerce with influencer collaborations

PRODUCTS

Panasonic drives innovation with energy efficiency technology

Chart 4 - Panasonic Launches its Updated Fridge Freezer using Sintered Stone

Hitachi's launches multiple fridge freezers to fit compact spaces

Chart 5 - Hitachi Launches Multiple Fridge Freezers with a Narrower Width in 2025

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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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