



Euromonitor
International

Home Products Specialists in Taiwan, China

June 2026

Table of Contents

Home Products Specialists in Taiwan, China - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Products Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Products Specialists

INDUSTRY PERFORMANCE

Ikea and Deco Home Expand Reach as Demand Shifts outside Taipei

Chart 2 - Key Players Launch Different Retailing Spaces and Brands to Increase Visibility

Ikea Partners with Agri-Food Organisations to Boost Sustainability and Consumer Appeal

Chart 3 - Ikea Taiwan Partners with Taiwanese Agri-Food Organisations

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Bao Cheng and Ikea Reshape Store Formats to Attract Younger Shoppers

Omnichannel Adoption and Localised Strategies Redefine Consumer Engagement

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Ikea Intensifies Promotions as Working House Closes Its Physical Stores and Nitori Expands Reach

Chart 8 - Analyst Insight for Home Products Specialists

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Products Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Products Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Retail in Taiwan, China - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

Px Mart and Uni-President Reshape Competition with Major Acquisitions

Chart 18 - Multiple Key Players Consolidated Their Retailing Landscape through Mergers and Acquisitions

Carrefour and Eslite Diversify Retail Experiences to Engage Communities

Chart 19 - Carrefour Opened Its First Community Store in 2025

E-Commerce Platforms Accelerate Formalisation as Informal Retail Wanes

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Accelerates as Omnichannel Strategies Reshape Sales

Omnichannel Expansion, Cross-Industry Partnerships and Sustainability Drive Transformation

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Uni-President and Px Mart Redraw Boundaries with Major Acquisitions

Chart 24 - Analyst Insight for Retail

Carrefour and 7-Eleven Drive Innovation with New Retail Concepts

Chart 25 - 7-Eleven Co-Launched a Travel Guide Convenience Store Network with the Tourism Administration

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 28 - Standard Opening Hours by Channel Type 2025

Seasonality

Lunar New Year

End of Year Cleaning

Double 11 Shopping Day

Department Stores Anniversaries (across all major players)

Mother's Day

ECONOMIC CONTEXT

Chart 29 - Economic Context for Retail

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Retail

Chart 33 - Population 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/home-products-specialists-in-taiwan-china/report.