Consumer Electronics in Taiwan

August 2024

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In-Car Entertainment in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

In-car entertainment remains compromised due to deeper penetration of smartphones and declines in car sales in 2024
Car workshops remain the most significant retailing channel for in-car entertainment
Laws governing use of electronic devices in Taiwan reduce consumer reliance on in-car entertainment devices

PROSPECTS AND OPPORTUNITIES

Garmin is set to retain its leading advantage over Papago
Manufacturers will turn their focus towards other categories in response to shrinking sales of in-care entertainment
Local official subsidies help boost momentum for in-car entertainment

CATEGORY DATA

Home Audio and Cinema in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Home audio and cinema continue to decline in the face of evolving technological innovations
Audio separates and home cinema and speakers see slower declines, thanks to popularity of soundbars
Appliances and electronics specialists remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

Panasonic will continue to lead, thanks to its focus on high-quality products
Japanese brands are expected to maintain their dominance
Local brands set to keep striving in an arena replete with international brands

CATEGORY DATA

Portable Players in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wireless speakers continue to drive category growth in 2024
Apple maintains competitive advantage in a fragmented arena
Despite little interest in e-readers, Readmoo continues to invest

PROSPECTS AND OPPORTUNITIES

Wireless speakers will see continuous growth over the forecast period
Wireless speakers players could form partnerships with consumer appliance manufactures in the coming years
Readmoo’s activity in e-readers could tempt others to invest in the category

CATEGORY DATA

Wearable Electronics in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Wearable electronics enjoys growth in 2024, supported by prevailing health and wellness trends
Smart wearables benefits from advances in technology
Apple Watch retains its lead, while Xiaomi seeks to expand its coverage

PROSPECTS AND OPPORTUNITIES

Health concerns will drive brands to focus on developing health and wellness-targeted products
Over 50s represent a key target group for wearable electronics
Children-centred products set to come to the fore in the years ahead

CATEGORY DATA

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