



# Small Cooking Appliances in Taiwan

January 2024

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## Small Cooking Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Low levels of growth as spending shifts from goods to experiences in 2023  
Standard coffee machines record growth, aligning with the rising coffee culture  
Rice cookers continue to be used in the preparation of local dishes

#### PROSPECTS AND OPPORTUNITIES

Tatung maintains its leading position in small cooking appliances in Taiwan  
Local brands account for the majority of sales, while international players grow  
Online marketing strategies drive sales within small cooking appliances

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