

# Large Cooking Appliances in Taiwan

January 2025

**Table of Contents** 

### Large Cooking Appliances in Taiwan - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Large cooking appliances in period of adjustment

Consumers are attracted by multifunctional models

Ovens remain a niche compared to other large cooking appliances

#### PROSPECTS AND OPPORTUNITIES

Sakura expands its leading share in large cooking appliances

Local players dominate the overall category

Construction will remain a key channel

#### CATEGORY DATA

- Table 1 Sales of Large Cooking Appliances by Category: Volume 2019-2024
- Table 2 Sales of Large Cooking Appliances by Category: Value 2019-2024
- Table 3 Sales of Large Cooking Appliances by Category: % Volume Growth 2019-2024
- Table 4 Sales of Large Cooking Appliances by Category: % Value Growth 2019-2024
- Table 5 Sales of Built-in Hobs by Format: % Volume 2019-2024
- Table 6 Sales of Ovens by Smart Appliances: % Volume 2020-2024
- Table 7 NBO Company Shares of Large Cooking Appliances: % Volume 2020-2024
- Table 8 LBN Brand Shares of Large Cooking Appliances: % Volume 2021-2024
- Table 9 NBO Company Shares of Built-in Hobs: % Volume 2020-2024
- Table 10 NBO Company Shares of Ovens: % Volume 2020-2024
- Table 11 NBO Company Shares of Cooker Hoods: % Volume 2020-2024
- Table 12 NBO Company Shares of Built-in Cooker Hoods: % Volume 2020-2024
- Table 13 NBO Company Shares of Freestanding Cooker Hoods: % Volume 2020-2024
- Table 14 NBO Company Shares of Cookers: % Volume 2020-2024
- Table 15 NBO Company Shares of Range Cookers: % Volume 2020-2024
- Table 16 Distribution of Large Cooking Appliances by Format: % Volume 2019-2024
- Table 17 Production of Large Cooking Appliances: Total Volume 2019-2024
- Table 18 Forecast Sales of Large Cooking Appliances by Category: Volume 2024-2029
- Table 19 Forecast Sales of Large Cooking Appliances by Category: Value 2024-2029
- Table 20 Forecast Sales of Large Cooking Appliances by Category: % Volume Growth 2024-2029
- Table 21 Forecast Sales of Large Cooking Appliances by Category: % Value Growth 2024-2029

## Consumer Appliances in Taiwan - Industry Overview

#### **EXECUTIVE SUMMARY**

Consumer appliances in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer appliances?

# MARKET INDICATORS

- Table 22 Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 23 Replacement Cycles of Consumer Appliances by Category 2019-2025

#### MARKET DATA

- Table 24 Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 25 Sales of Consumer Appliances by Category: Value 2019-2024
- Table 26 Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

- Table 27 Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 28 Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 29 Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 30 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 31 Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024
- Table 32 Sales of Small Appliances by Category: Volume 2019-2024
- Table 33 Sales of Small Appliances by Category: Value 2019-2024
- Table 34 Sales of Small Appliances by Category: % Volume Growth 2019-2024
- Table 35 Sales of Small Appliances by Category: % Value Growth 2019-2024
- Table 36 NBO Company Shares of Major Appliances: % Volume 2020-2024
- Table 37 LBN Brand Shares of Major Appliances: % Volume 2021-2024
- Table 38 NBO Company Shares of Small Appliances: % Volume 2020-2024
- Table 39 LBN Brand Shares of Small Appliances: % Volume 2021-2024
- Table 40 Distribution of Major Appliances by Format: % Volume 2019-2024
- Table 41 Distribution of Small Appliances by Format: % Volume 2019-2024
- Table 42 Forecast Sales of Consumer Appliances by Category: Volume 2024-2029
- Table 43 Forecast Sales of Consumer Appliances by Category: Value 2024-2029
- Table 44 Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029
- Table 45 Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029
- Table 46 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029
- Table 47 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029
- Table 48 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029
- Table 49 Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029
- Table 50 Forecast Sales of Small Appliances by Category: Volume 2024-2029
- Table 51 Forecast Sales of Small Appliances by Category: Value 2024-2029
- Table 52 Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029
- Table 53 Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

## DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# 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/large-cooking-appliances-in-taiwan/report.