



Refrigeration Appliances in Taiwan

January 2024

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Refrigeration Appliances in Taiwan - Category analysis

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2023 DEVELOPMENTS

Inflationary pressure and a shift from goods to experiences curbs growth in 2023

Fridge freezers maintain momentum, while freezers showcase a declining trend

E-commerce continues to grow, however, physical stores offer added benefits

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Panasonic expands its share through innovative product launches and stores

Domestic brands to focus on different formats from international competitors

Penetration through online marketing will increase over the forecast period

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