



Refrigeration Appliances in Taiwan

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Demand remains muted for refrigeration appliances
- Freestanding fridge freezers show signs of recovery
- E-commerce sales rebound in 2024

PROSPECTS AND OPPORTUNITIES

- Panasonic to retain its lead due to constant new product launches
- Domestic brands offer cheaper formats to international competitors
- E-commerce penetration is expected to rise

CATEGORY DATA

- Table 1 - Sales of Refrigeration Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Refrigeration Appliances by Category: Value 2019-2024
- Table 3 - Sales of Refrigeration Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Refrigeration Appliances by Category: % Value Growth 2019-2024
- Table 5 - Sales of Freezers by Format: % Volume 2019-2024
- Table 6 - Sales of Freezers by Volume Capacity: % Volume 2019-2024
- Table 7 - Sales of Fridge Freezers by Format: % Volume 2019-2024
- Table 8 - Sales of Fridge Freezers by Volume Capacity: % Volume 2019-2024
- Table 9 - Sales of Fridge Freezers by Smart Appliances: % Volume 2020-2024
- Table 10 - Sales of Fridges by Volume Capacity: % Volume 2019-2024
- Table 11 - NBO Company Shares of Refrigeration Appliances: % Volume 2020-2024
- Table 12 - LBN Brand Shares of Refrigeration Appliances: % Volume 2021-2024
- Table 13 - NBO Company Shares of Built-in Fridge Freezers: % Volume 2020-2024
- Table 14 - NBO Company Shares of Freestanding Fridge Freezers: % Volume 2020-2024
- Table 15 - NBO Company Shares of Built-in Fridges: % Volume 2020-2024
- Table 16 - NBO Company Shares of Freestanding Fridges: % Volume 2020-2024
- Table 17 - Distribution of Refrigeration Appliances by Format: % Volume 2019-2024
- Table 18 - Production of Refrigeration Appliances: Total Volume 2019-2024
- Table 19 - Forecast Sales of Refrigeration Appliances by Category: Volume 2024-2029
- Table 20 - Forecast Sales of Refrigeration Appliances by Category: Value 2024-2029
- Table 21 - Forecast Sales of Refrigeration Appliances by Category: % Volume Growth 2024-2029
- Table 22 - Forecast Sales of Refrigeration 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 23 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 24 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

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

Table 27 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024

Table 28 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024

Table 29 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024

Table 30 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024

Table 31 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024

Table 32 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 33 - Sales of Small Appliances by Category: Volume 2019-2024

Table 34 - Sales of Small Appliances by Category: Value 2019-2024

Table 35 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 36 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 37 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 38 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 39 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 40 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 41 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 42 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 43 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 44 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 45 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 46 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 47 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 48 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 49 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 50 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 51 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 52 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 53 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 54 - 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/refrigeration-appliances-in-taiwan/report.