



# Microwaves in Taiwan

January 2024

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## Microwaves in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Microwaves record stable demand, regarded as a necessity in Taiwan  
Multifunctional products continue to increase in Taiwanese households in 2023  
E-commerce witnesses an increase due to the convenience of online shopping

#### PROSPECTS AND OPPORTUNITIES

Panasonic leads microwaves with expanding advantages in sales volumes  
Local brands are striving to compete in the entry-level market in Taiwan  
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