



# Food Preparation Appliances in Taiwan

January 2024

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## Food Preparation Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lack of momentum due to low level of product innovation in 2023  
Demands vary between different demographics in Taiwan  
Mixers register the strongest retail volume growth, while juicers decline

#### PROSPECTS AND OPPORTUNITIES

Panasonic to retain the leading position, closely followed by Philips  
Local players deploy different strategies to international players  
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