

# Food Preparation Appliances in Taiwan

January 2025

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# Food Preparation Appliances in Taiwan - Category analysis

# **KEY DATA FINDINGS**

### 2024 DEVELOPMENTS

Lack of product innovation limits sales potential Demands vary between different demographics in Taiwan Mixers demonstrate solid volume growth buoyed by promotions

#### PROSPECTS AND OPPORTUNITIES

Panasonic and Philips lead the category Imported brands differentiate themselves from local alternatives through innovation Smaller brands increase their brand visibility through social media marketing

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