



# Home Laundry Appliances in Taiwan

January 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Muted sales due to weak performance of washing machines
- Longer rainy season drives demand for dryers and washer dryers
- Physical stores lead as retail e-commerce gains significance

PROSPECTS AND OPPORTUNITIES

- Marketing investment to remain imperative in highly competitive landscape
- Dryers and washer dryers are expected to witness solid growth
- Domestic brands concentrate on automatic washing machines

CATEGORY DATA

- Table 1 - Sales of Home Laundry Appliances by Category: Volume 2019-2024
- Table 2 - Sales of Home Laundry Appliances by Category: Value 2019-2024
- Table 3 - Sales of Home Laundry Appliances by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Home Laundry Appliances by Category: % Value Growth 2019-2024
- Table 5 - Sales of Automatic Washer Dryers by Smart Appliances: % Volume 2019-2024
- Table 6 - Sales of Automatic Washing Machines by Format: % Volume 2019-2024
- Table 7 - Sales of Automatic Washing Machines by Volume Capacity: % Volume 2019-2024
- Table 8 - Sales of Automatic Washing Machines by Smart Appliances: % Volume 2020-2024
- Table 9 - NBO Company Shares of Home Laundry Appliances: % Volume 2020-2024
- Table 10 - LBN Brand Shares of Home Laundry Appliances: % Volume 2021-2024
- Table 11 - Distribution of Home Laundry Appliances by Format: % Volume 2019-2024
- Table 12 - Production of Home Laundry Appliances: Total Volume 2019-2024
- Table 13 - Forecast Sales of Home Laundry Appliances by Category: Volume 2024-2029
- Table 14 - Forecast Sales of Home Laundry Appliances by Category: Value 2024-2029
- Table 15 - Forecast Sales of Home Laundry Appliances by Category: % Volume Growth 2024-2029
- Table 16 - Forecast Sales of Home Laundry 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 17 - Household Penetration of Selected Total Stock Consumer Appliances by Category 2019-2025
- Table 18 - Replacement Cycles of Consumer Appliances by Category 2019-2025

MARKET DATA

- Table 19 - Sales of Consumer Appliances by Category: Volume 2019-2024
- Table 20 - Sales of Consumer Appliances by Category: Value 2019-2024
- Table 21 - Sales of Consumer Appliances by Category: % Volume Growth 2019-2024
- Table 22 - Sales of Consumer Appliances by Category: % Value Growth 2019-2024
- Table 23 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2019-2024
- Table 24 - Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2019-2024
- Table 25 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2019-2024
- Table 26 - Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2019-2024

Table 27 - Sales of Small Appliances by Category: Volume 2019-2024

Table 28 - Sales of Small Appliances by Category: Value 2019-2024

Table 29 - Sales of Small Appliances by Category: % Volume Growth 2019-2024

Table 30 - Sales of Small Appliances by Category: % Value Growth 2019-2024

Table 31 - NBO Company Shares of Major Appliances: % Volume 2020-2024

Table 32 - LBN Brand Shares of Major Appliances: % Volume 2021-2024

Table 33 - NBO Company Shares of Small Appliances: % Volume 2020-2024

Table 34 - LBN Brand Shares of Small Appliances: % Volume 2021-2024

Table 35 - Distribution of Major Appliances by Format: % Volume 2019-2024

Table 36 - Distribution of Small Appliances by Format: % Volume 2019-2024

Table 37 - Forecast Sales of Consumer Appliances by Category: Volume 2024-2029

Table 38 - Forecast Sales of Consumer Appliances by Category: Value 2024-2029

Table 39 - Forecast Sales of Consumer Appliances by Category: % Volume Growth 2024-2029

Table 40 - Forecast Sales of Consumer Appliances by Category: % Value Growth 2024-2029

Table 41 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Volume 2024-2029

Table 42 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: Value 2024-2029

Table 43 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Volume Growth 2024-2029

Table 44 - Forecast Sales of Major Appliances by Category and Built-in/Freestanding Split: % Value Growth 2024-2029

Table 45 - Forecast Sales of Small Appliances by Category: Volume 2024-2029

Table 46 - Forecast Sales of Small Appliances by Category: Value 2024-2029

Table 47 - Forecast Sales of Small Appliances by Category: % Volume Growth 2024-2029

Table 48 - Forecast Sales of Small Appliances by Category: % Value Growth 2024-2029

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## SOURCES

Summary 1 - Research Sources

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