

Homewares in Taiwan

June 2025

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Homewares in Taiwan - Category analysis

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2024 DEVELOPMENTS

Home-centric living trend continues to drive growth

IKEA remains the top brand in homewares

Distibution landscape is more fragmented than in other categories

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Steady growth in total current value sales projected for homewares

Convenience- and health-oriented products set to perform strongly

Interest in items made from more eco-friendly materials will continue to rise

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