



**Euromonitor
International**

Small Cooking Appliances in Taiwan

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Small Cooking Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Small cooking appliances remains stable, driven by innovation and health trends

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Chart 2 - Analyst Insight

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Manufacturers adapt to price sensitivity with new launches in small cooking appliances

Health concerns support demand for specific small cooking appliances

Rising demand for at-home espresso drives growth in Taiwan's coffee machine market

Chart 3 - Delonghi Launches its First Cold Brew Coffee Machine in 2025

WHAT'S NEXT?

Health and convenience drives demand for innovative in small cooking appliances

Product design, premiumisation, and digital marketing reshape competition

COMPETITIVE LANDSCAPE

Tatung Consumer Products and Zojirushi Taiwan lead the small cooking appliances market

Local brands hold a strong position, as international players feature in certain subcategories

CHANNELS

Diversified online strategies drive sales of small cooking appliances

Retail e-commerce plays a significant role while share of physical retail is low

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WHAT'S NEXT?

Challenges to growth are expected to include economic conditions and consumer confidence

Air conditioners expected to remain the largest subcategory with rising temperatures and energy-efficiency initiatives

Energy efficiency, smart functionality, and hygiene features will shape Taiwan's consumer appliances market

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Panasonic leads through a diverse product portfolio and focus on local engagement

A stable competitive landscape offers growth opportunities in Taiwan's consumer appliances market

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Physical stores retain the lead in distribution as consumers appreciate in-store services

Retail e-commerce gains traction through ease, convenience and online promotional activities

PRODUCTS

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