



Euromonitor
International

Consumer Appliances in Taiwan

February 2026

Table of Contents

Consumer Appliances in Taiwan

EXECUTIVE SUMMARY

Stable sales in Taiwan consumer appliances are driven by energy efficiency and innovation

KEY DATA FINDINGS

Chart 1 - Key Trends 2025

Chart 2 - Analyst Insight

INDUSTRY PERFORMANCE

Low volume growth amidst economic and consumer challenges

Air conditioners lead consumer appliances amid rising temperatures and energy-efficiency initiatives

The government subsidy programme accelerates energy efficient appliance adoption

Chart 3 - Panasonic Launches Different Product Lines to Align with Energy Stimulus Package

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 4 - 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

CHANNELS

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

Sustainability and energy efficiency drive innovation in Taiwan's consumer appliances market

Chart 5 - Panasonic Launches its Newly Updated Fridge Freezer Using Sintered Stone

Space constraints drive demand for compact, multi-functionality designs

Chart 6 - Panasonic - Launches its First Stacked-Up Washing Machines with Dryers.

ECONOMIC CONTEXT

Chart 6 - Real GDP Growth and Inflation 2020-2030

Chart 7 - PEST Analysis in Taiwan 2025

CONSUMER CONTEXT

Chart 8 - Key Insights on Consumers in Taiwan 2025

Chart 9 - Consumer Landscape in Taiwan 2025

COUNTRY REPORTS DISCLAIMER

SOURCES

Summary 1 - Research Sources

Dishwashers in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Built-in dishwashers lead growth in Taiwan's expanding market

Chart 10 - Key Trends 2025

Chart 11 - Analyst Insight

INDUSTRY PERFORMANCE

Convenience, hygiene and smart features drive growth for dishwashers

Built-in dishwashers lead sales due to rising demand for integrated kitchen solutions

Convenience and customisation drive dishwasher sales

Chart 12 - Panasonic Launched its First Built-in Dishwasher Equipped with Drying Function

WHAT'S NEXT?

Steady economic conditions and urbanisation are expected to drive growth in dishwashers

Convenience, customisation, and sustainability are set to shape innovation

Import reliance, price inflation and the rise of table-top models

COMPETITIVE LANDSCAPE

Bosch maintains its lead through strong local relationships

New entrants, innovation and social media drive market dynamics

CHANNELS

Department stores and retail e-commerce drive sales with diverse offerings

Retail e-commerce gains traction with competitive pricing and convenience

PRODUCTS

Electrolux and Celinda drive innovation with compact and customised solutions

Chart 13 - Electrolux Launches its New Compact Dishwasher with Integrated Functions

Segmented consumer focus drives customised product offerings

Chart 14 - Celinda Launches its Compact Dishwasher to Target Smaller Households

COUNTRY REPORTS DISCLAIMER

[Home Laundry Appliances in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth is driven by premiumisation and energy efficiency

Chart 15 - Key Trends 2025

Chart 16 - Analyst Insight

INDUSTRY PERFORMANCE

Drying functions, climate conditions, and income levels sustain market stability

Automatic washing machines lead sales due to being a household staple

Automatic dryers records dynamic growth during prolonged rainy seasons and humid conditions

Chart 17 - Panasonic Launches its Heat Pump Integrated Washer Dryers

WHAT'S NEXT?

Consumers are expected to demand energy efficient and advanced home laundry appliances

Automatic washing machines will continue to lead sales, while dryers and washer dryers drive grow

Innovation, convenience and sustainability are set to be key trends shaping innovation

COMPETITIVE LANDSCAPE

Panasonic Taiwan and LG Electronics Taiwan maintain the lead through a focus on innovation

Chart 18 - LG Updated its WashTower Technology in 2025

Local brands focus on top-loading machines, while imports offer advanced features

CHANNELS

Physical channels lead sales as consumer appreciate in-person guidance
Retail e-commerce grows as a key exposure channel for imported brands

PRODUCTS

Panasonic and LG Electronics drive innovation with sustainable and compact designs
Chart 19 - Panasonic Launches its First Stacked-Up Washing Machines with Dryers

COUNTRY REPORTS DISCLAIMER

[Large Cooking Appliances in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Low-level volume growth and modest value sales for large cooking appliances in 2025
Chart 20 - Key Trends 2025
Chart 21 - Analyst Insight

INDUSTRY PERFORMANCE

Slow volume sales growth despite government energy subsidies
Cooking hoods and built-in hobs lead sales volume, while ovens record dynamic growth
Energy efficiency drives sales in large cooking appliances
Chart 22 - Sakura Launches New Models Focused on Energy Efficiency

WHAT'S NEXT?

Government energy subsidies and consumer preferences are set to support growth
Built-in hobs are expected to remain the leading subcategory
Energy efficiency and premiumisation will be key trends shaping innovation

COMPETITIVE LANDSCAPE

Sakura maintains its lead with premium product launches and services
No significant mergers or new entrants to large cooking appliances in 2025

CHANNELS

Home product specialists and building merchants and construction drives sales
Offline retail remains dominant despite the rising presence of retail e-commerce

PRODUCTS

Sakura launches innovative AI-detected built-in hob
Chart 23 - Sakura Launches its First AI-Detected Built-In Hob in 2025
Topax targets energy-conscious consumers with affordable built-in hobs
Chart 24 - Torax Launches a Level-One Built-in Hobs to Secure Entry Level Consumers

COUNTRY REPORTS DISCLAIMER

[Microwaves in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Free standing microwaves dominate sales while leading retail value growth
Chart 25 - Key Trends 2025

INDUSTRY PERFORMANCE

Freestanding microwaves support sales in microwaves as consumers seek competitive prices
Stable economic conditions support the demand for microwaves

Panasonic sets a new standard for multifunctionality in microwaves

Chart 26 - Panasonic Launches a Full-Sized Multifunctional Microwave in 2025

WHAT'S NEXT?

Local players are expected to focus on affordability and distribution

Freestanding microwaves are set to dominate sales despite changing consumer habits

Multifunctionality is set to shape product innovation and drive competition

COMPETITIVE LANDSCAPE

Panasonic consolidates its lead with innovative multifunctional models

Local brands deliver affordable products to help build penetration

CHANNELS

Retail e-commerce dominates microwave sales as consumers appreciate convenience

Retail e-commerce leads sales while in-store guidance remains important for some consumers

PRODUCTS

Electrolux and Panasonic drive innovation with multifunctional models

Chart 27 - Electrolux launched its multi-functional microwave model in 2025

Relon introduces new imported brand to cater to younger consumers

Chart 28 - Relon Introduces brand Only into Taiwan in 2025

COUNTRY REPORTS DISCLAIMER

[Refrigeration Appliances in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Refrigeration appliances record steady value growth as energy efficiency and compact designs drive sales

Chart 29 - Key Trends 2025

Chart 30 - Analyst Insight

INDUSTRY PERFORMANCE

Stable sales amid economic shifts and rising demand for electric wine coolers/chillers

Government subsidies boost energy efficient refrigeration appliances

Chart 31 - Sharp Launches its Multiple Fridge Freezers to Focus on its Energy Efficiency Tech

WHAT'S NEXT?

Steady growth will be driven by energy efficiency and rising incomes through 2030

Consumers are expected to prioritise freshness-related technologies in fridge freezers

Increasing retail e-commerce penetration is expected to shape sales channels

COMPETITIVE LANDSCAPE

Panasonic maintains its lead with extensive product lines and Japanese brand image

Domestic brands offer cheaper formats to international competitors

CHANNELS

Appliances and electronic specialists remain dominant through offering enhanced services

Smaller brands drive sales through retail e-commerce with influencer collaborations

PRODUCTS

Panasonic drives innovation with energy efficiency technology

Chart 32 - Panasonic Launches its Updated Fridge Freezer using Sintered Stone

Hitachi's launches multiple fridge freezers to fit compact spaces

Chart 33 - Hitachi Launches Multiple Fridge Freezers with a Narrower Width in 2025

COUNTRY REPORTS DISCLAIMER

Air Conditioners in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth is driven by energy efficiency and smart features in air conditioners

Chart 34 - Key Trends 2025

INDUSTRY PERFORMANCE

Government subsidies and energy efficiency drive sales of air conditioners

Chart 35 - Panasonic Launches the Latest VX Series with Updated Energy Efficiency Features

Split air conditioners lead sales, driven by energy efficiency and smart features

Smart and AI-powered features fuel growth in air conditioners

Chart 36 - Official Energy Subsidies Helps Maintain Sales Performance within Air Conditioners

WHAT'S NEXT?

Energy efficiency and smart features are expected to drive growth across the forecast period

Sales of split air conditioners are set to be driven by high energy efficiency and advanced features

Innovation and differentiation will be key to staying competitive in Taiwan's air conditioner market

COMPETITIVE LANDSCAPE

Panasonic Taiwan maintains its lead as market concentration shifts

Local brands lead cooling fans and niche air conditioners in Taiwan

CHANNELS

Physical stores remain dominant due to consumers appreciating expert advice

Retail e-commerce share rises, however physical stores remain crucial

PRODUCTS

Energy efficiency and smart features drive innovation in air conditioners

Chart 37 - Multiple Brands Launch Smart Air-Conditioners to Secure More Consumers

COUNTRY REPORTS DISCLAIMER

Food Preparation Appliances in Taiwan

KEY DATA FINDINGS

2025 DEVELOPMENTS

Food preparation appliances records slower growth amid steady long-term potential

Chart 38 - Key Trends 2025

INDUSTRY PERFORMANCE

Slowing demand for food preparation appliances while blenders lead sales

Segmented consumer focus drives diverse product offerings in 2025

Chart 2 Brands - Launch Portable Products Targeting Younger or Smaller Families

Shift to eating out and food delivery impact sales of food preparation appliances

WHAT'S NEXT?

Premium products and portable designs are expected to drive future sales

Blenders will continue to lead sales as mixers are expected to record strong growth

Online channels and social media influence sales and marketing

Chart 39 - Smaller Brands Launch New Models Through Social Media

COMPETITIVE LANDSCAPE

Panasonic Taiwan and Philips Taiwan maintain the lead with strategic focus

New product launches create opportunities for premium players

CHANNELS

Retail e-commerce dominates sales through ease, convenience and strong marketing

Influencers and social media boost brand visibility and drive sales

PRODUCTS

Multi-functionality and compact designs drive premium sales

Chart 40 - Vitamix Launches its Premium Model in Late 2025

COUNTRY REPORTS DISCLAIMER

[Personal Care Appliances in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Personal care appliances surge in 2025 driven by innovation and premiumisation

Chart 41 - Key Trends 2025

INDUSTRY PERFORMANCE

Stronger functions and designs drive sales growth in personal care appliances

Hair care appliances lead sales as consumers reach for advanced features

Multi-functionality and compact designs shape product innovation in 2025

Chart 42 - Tescom Launches a Portable Hair Dryer Fitting Various Occasions

WHAT'S NEXT?

Consumers are expected to prioritise innovative designs and multifunctionality

Hair care appliances is set to maintain its lead as products continue to offer advanced features

Electric facial cleansers is set to drive growth through offering a convenient, time-saving solution

COMPETITIVE LANDSCAPE

Panasonic Taiwan and Chicony Electronics drive growth through Japanese technology

Dreame's innovative products offer portable solutions targeting younger consumers

Chart 43 - Dreame Launches Smaller Models Aimed at Travellers and Younger Consumers.

CHANNELS

Retail e-commerce dominates sales with convenience and price comparison

Smaller brands leverage influencer collaborations and local fund-raising platforms

PRODUCTS

Dyson drives innovation with advanced features that offer convenience and multifunctionality

Chart 44 - Dyson Launches its Supersonic Nural HD16 with Smarter Features in 2025

Segmented consumer focus drives product diversification and tailored designs

COUNTRY REPORTS DISCLAIMER

[Small Cooking Appliances in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Chart 45 - Key Trends 2025

Chart 46 - Analyst Insight

INDUSTRY PERFORMANCE

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 47 - 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

PRODUCTS

Health and wellness drives product innovation with Tatung offering products for smaller households

Chart 48 - Tatung ILunched its Personal Rice Cookers with Bundled Electric Kettle

Compact designs and multi-functionality gain traction among younger consumers

Chart 49 - Recolte Continues to Launch Smaller Products to Appeal to Smaller Households

COUNTRY REPORTS DISCLAIMER

[Vacuum Cleaners in Taiwan](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive growth in Taiwan's vacuum cleaner market is driven by smart and AI-powered products

Chart 50 - Key Trends 2025

Chart 51 - Analyst Insight

INDUSTRY PERFORMANCE

Smart and AI-enabled innovations drive growth in Taiwan's vacuum cleaner market

Chart 52 - Dreame Launches its Premium Aqua 10 Pro Track Model with Hot Water Cleaning Function

Robotic and stick vacuum cleaners continue to drive growth in a challenging year

Increasing inflationary pressure affects consumer spending habits

WHAT'S NEXT?

Smart vacuum cleaners are expected to drive sales as consumers seek smart features

Robotic vacuum cleaners are expected to outperform standard vacuum cleaners

Smart features and sustainability are set to shape innovation across the forecast period

COMPETITIVE LANDSCAPE

Dyson retains its top spot, although new players gain share from the category leader

Emerging players and innovation drive growth in 2025

CHANNELS

Dreame supports the rising growth of retail e-commerce through its online only strategy
Emerging brands such as Shark Ninja are influencing the retail landscape
The growth of retail e-commerce leads to a fall in share for physical retailers

PRODUCTS

Advanced features drive value sales growth in vacuum cleaners
Chart 53 - Dyson Launched its PencilVac Fluffycones with the slimmest design in Oct 2025
Consumer segmentation fuels demand for specialised products in vacuum cleaners
Chart 54 - Shark Launches its Lightweight Model with a New Nozzle in Taiwan

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-appliances-in-taiwan/report.