



# Microwaves in Taiwan

February 2026

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## Microwaves in Taiwan - Category analysis

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Free standing microwaves dominate sales while leading retail value growth

Chart 1 - 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

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#### 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

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Retail e-commerce dominates microwave sales as consumers appreciate convenience

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#### WHAT'S NEXT?

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

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