



# Vacuum Cleaners in Taiwan

February 2026

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## Vacuum Cleaners in Taiwan - Category analysis

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

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#### INDUSTRY PERFORMANCE

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

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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

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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

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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

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

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