



Euromonitor  
International

# Food Preparation Appliances in Taiwan

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Table of Contents

## Food Preparation Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

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

Chart 1 - Key Trends 2025

#### INDUSTRY PERFORMANCE

Slowing demand for food preparation appliances while blenders lead sales

Segmented consumer focus drives diverse product offerings in 2025

Chart2 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 2 - 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 dominants 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 3 - Vitamix Launches its Premium Model in Late 2025

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[Consumer Appliances in Taiwan - Industry Overview](#)

#### EXECUTIVE SUMMARY

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

### KEY DATA FINDINGS

Chart 4 - Key Trends 2025

Chart 5 - 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 6 - 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 7 - 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 8 - Panasonic Launches its Newly Updated Fridge Freezer Using Sintered Stone

Space constraints drive demand for compact, multi-functionality designs

Chart6 Panasonic - Launches its First Stacked-Up Washing Machines with Dryers.

## ECONOMIC CONTEXT

Chart 9 - Real GDP Growth and Inflation 2020-2030

Chart 10 - PEST Analysis in Taiwan 2025

## CONSUMER CONTEXT

Chart 11 - Key Insights on Consumers in Taiwan 2025

Chart 12 - Consumer Landscape in Taiwan 2025

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## SOURCES

Summary 1 - Research Sources

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