



Euromonitor  
International

# Home Laundry Appliances in Taiwan

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## Home Laundry Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Stable growth is driven by premiumisation and energy efficiency

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Chart 2 - 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 3 - 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 growth

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 4 - LG Updated its WashTower Technology in 2025

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

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Physical channels lead sales as consumers appreciate in-person guidance

Retail e-commerce grows as a key exposure channel for imported brands

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

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### KEY DATA FINDINGS

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Low volume growth amidst economic and consumer challenges

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

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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

## 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

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