



Home Improvement in Taiwan

June 2025

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Home Improvement in Taiwan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing popularity of DIY activities continues to lift demand
Toto retains overall lead while Sakura posts highest value growth rate
Home improvement and gardening stores remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Bathroom and sanitaryware expected to be the fastest developing category
Wider adoption of innovative digital technologies will continue to support growth
Sustainability credentials set to become more influential in purchasing decisions

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DISCLAIMER

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