



Small Cooking Appliances in Taiwan

January 2024

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Small Cooking Appliances in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Low levels of growth as spending shifts from goods to experiences in 2023
Standard coffee machines record growth, aligning with the rising coffee culture
Rice cookers continue to be used in the preparation of local dishes

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Local brands account for the majority of sales, while international players grow
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