



# Personal Care Appliances in Taiwan

January 2024

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## Personal Care Appliances in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The growth of hair care appliances drives overall sales in personal care appliances

Hair care appliances with specialist designs and stronger functionality drive growth

Electric facial cleaners lose appeal among consumers in Taiwan

#### PROSPECTS AND OPPORTUNITIES

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International brands dominate the landscape, challenging local players

Tescom demonstrates its power, especially in hair care appliances

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