



# Homewares in Taiwan

June 2024

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## Homewares in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Modest growth for kitchenware and cookware, in light of declining home-cooking trend, while dinnerware is shaped by evolving consumer preferences

E-commerce emerges as important force in distribution landscape

IKEA leads highly fragmented market

#### PROSPECTS AND OPPORTUNITIES

Modest growth expected, with functionality remaining a key growth driver

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Unbranded products expected to account for majority of homewares in Taiwan

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