



Powered by E-commerce:

**The Expansion of Consumer Electronics
and Home Goods Exports in Taiwan**

September 2026

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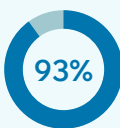
Why consumer electronics and home goods matter for Taiwan's exports

Taiwan stands at a pivotal moment where its expertise in **precision manufacturing and design** can drive an export advantage through e-commerce. Consumer electronics and home goods, supported by Taiwan's **technological capabilities and digital readiness**, are well placed to leverage e-commerce to reach overseas consumers.¹ These create significant opportunities for micro, small, and medium-sized enterprises (MSMEs) to expand business-to-consumer (B2C) exports and strengthen their global presence.

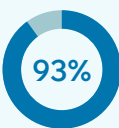
E-commerce expected to accelerate export growth for consumer electronics and home goods 1.5–2X faster than overall exports

Category	Overall export value ² , 2024, TWD billion	Overall export value, 2029, TWD billion	CAGR of overall export value, 2024–29	CAGR of e-commerce export value ³ , 2024–29
 Consumer Electronics	790	1,423	12%	24%
 Home Goods	205	508	20%	29%

E-commerce exports are transforming how Taiwanese MSMEs scale globally



93% of MSMEs reported that e-commerce export is essential for their future growth



93% of MSMEs reported that engaging in e-commerce has made them more globally competitive compared to larger firms

Key Export Destinations

-  USA
-  Mainland China
-  Japan

However, MSMEs are facing barriers to exporting via e-commerce today



Top barriers faced by CONSUMER ELECTRONICS MSMEs

1. High costs of **regulatory compliance**
2. High costs of **custom clearance and duties** in export destinations



Top barriers faced by HOME GOODS MSMEs

1. Complex **product compliance** regulations and standards in export destinations
2. High costs of **regulatory compliance**

Policy actions to unlock the e-commerce export opportunity



Training sessions on product compliance and certification requirements



Developing an ecosystem of third-party logistics providers



Online resources on e-commerce exports



Government-industry partnerships to increase awareness of export destinations

¹ Home goods refer to products designed for furnishing, or improving the household, including furniture and major home appliances such as televisions, and washing machines. Consumer electronics refer to electronic devices designed for personal use, entertainment, communication, or productivity.

² Overall export value encompasses the value of all product shipments, covering business-to-consumer (B2C), direct-to-consumer (D2C), and business-to-business (B2B) models, which move through both e-commerce and non-e-commerce channels.

³ The expected growth rate for Taiwan's B2C e-commerce exports was derived from Access Partnership's 2025 survey of 150 consumer electronics and 150 home goods MSMEs in Taiwan on their projected five-year growth in B2C e-commerce export sales.

1. Taiwan's edge in consumer electronics and home goods exports

Taiwan's transformation into a high-value export economy reflects decades of strategic industrial policy, technological advancement, and integration into global value chains. Since the 1960s, successive national development plans have driven innovation, infrastructure expansion, and industrial upgrading.⁴ This steady evolution has positioned Taiwan among the world's leading exporters of high-technology goods, supported by strong trade ties with the United States of America (USA), Mainland China, and the European Union (EU).⁵

Building on this foundation, Taiwan has developed a competitive edge in consumer electronics and home goods, industries that exemplify its technological and design capabilities.⁶ Taiwan's consumer electronics sector, anchored by global brands such as Acer and ASUS, demonstrates leadership in semiconductors and hardware components.⁷ Similarly, its home goods industry, spanning home appliances to furniture, draws on similar capabilities in precision engineering and design innovation.⁸ Together, these sectors highlight how Taiwan's blend of technological depth and design excellence continues to drive its position as a global innovation hub.

Taiwan's strong export foundations can now be further amplified by e-commerce. Supported by high Internet penetration, near-universal smartphone usage, and advanced digital payment systems, Taiwan is positioned well to leverage e-commerce.⁹ By investing in developing an online presence, global logistics networks, and data-driven operations, Taiwanese micro, small, and medium-sized enterprises (MSMEs) are poised to capture new opportunities in business-to-consumer (B2C) e-commerce exports in the years to come.



⁴ Sources include: Hsinchu Science Park Bureau (2025), "Park Bureau." Available at: <https://web.sipa.gov.tw/english/ParkBureau>; World Bank (1970), "Industrial Policies in Taiwan and Korea." Available at: <https://documents.worldbank.org/en/publication/documents-reports/documentdetail/727751468016148046>

⁵ Source include: Office of the United States Trade Representative (2024), "USTR Announces Entry into Force of First Agreement under U.S.-Taiwan Initiative on 21st Century Trade." Available at: <https://ustr.gov/about-us/policy-offices/press-office/press-releases/2024/december/ustr-announces-entry-force-first-agreement-under-us-taiwan-initiative-21st-century-trade>; European Commission (n.d.), "EU trade relations with Taiwan." Available at: https://policy.trade.ec.europa.eu/eu-trade-relationships-country-and-region/countries-and-regions/taiwan_en; Observatory of Economic Complexity (2025), "Chinese Taipei / China." Available at: <https://oec.world/en/profile/bilateral-country/twn/partner/chn>

⁶ Consumer electronics refer to electronic devices designed for personal use, entertainment, communication, or productivity. Home goods refer to products designed for furnishing, equipping, or improving the household, including furniture and major home appliances such as refrigerators, televisions, and washing machines.

⁷ Sources include: ASUS (n.d.), "About ASUS." Available at: <https://www.asus.com/sg/content/about-asus/>; Acer (n.d.), "Milestones." Available at: <https://www.acer.com/corporate/en/overview/milestones>; BenQ (n.d.), "Overview" Available at: <https://www.benq.com/en-sg/about-benq/corporate.html>; Red Dot (2023), "Award-winning top brands from Taiwan meet at the exclusive Red Dot Round Table in Taipei." Available at: <https://www.red-dot.org/magazine/red-dot-dinner-in-taiwan-2023>

⁸ Sources include: Red Dot (2023), "Award-winning top brands from Taiwan meet at the exclusive Red Dot Round Table in Taipei." Available at: <https://www.red-dot.org/magazine/red-dot-dinner-in-taiwan-2023>; Sources include: Taiwan Today (2017), "Strength in Clusters." Available at: <https://taiwantoday.tw/Economics/Taiwan-Review/120698/Strength-in-Clusters>

⁹ Retail Asia (2024), "Taiwan e-commerce market to grow 7.9% in 2025." Available at: <https://retailasia.com/e-commerce/news/taiwan-e-commerce-market-grow-79-in-2025>

2. Taiwan’s growing advantage in e-commerce exports

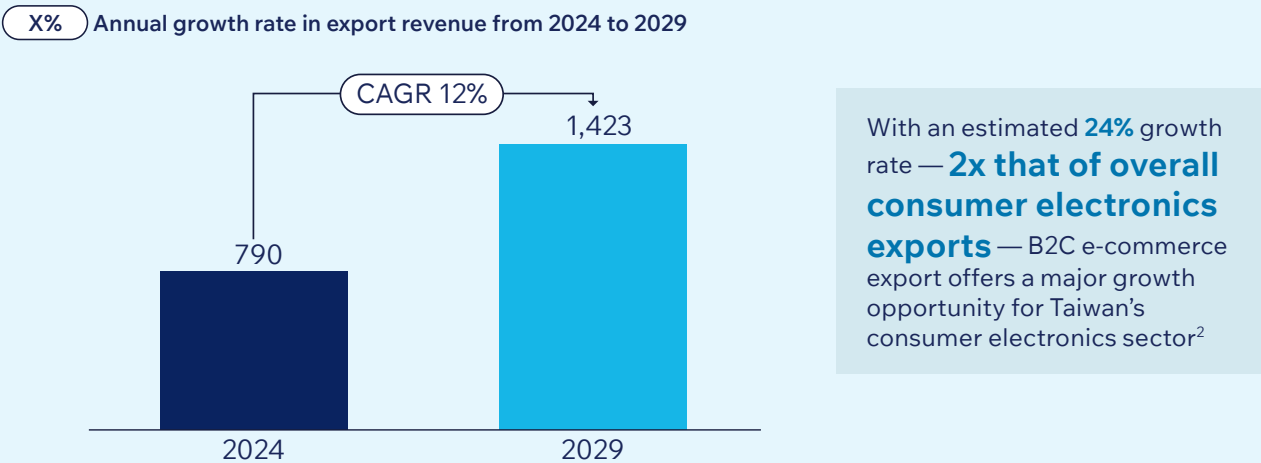
2.1. Consumer electronics exports: performance and e-commerce opportunity

Taiwan’s consumer electronics industry is a pillar of its export economy and a driver of global competitiveness. In 2024, consumer electronics export revenue totaled **TWD 790 billion** (USD 24.6 billion) and is projected to reach **TWD 1.4 trillion** (USD 44.3 billion) by 2029, reflecting strong global demand for high-quality, innovation-driven products. Taiwan’s leadership in precision and hardware manufacturing underpins its advantage across the electronics value chain, enabling the production of a wide range of consumer devices.¹⁰ Major home-grown consumer electronics firms have long established Taiwan’s global reputation for reliability and design excellence, paving the way for smaller exporters to do the same.¹¹

E-commerce is redefining how Taiwan’s consumer electronics producers reach international customers. **While overall export revenue of consumer electronics is projected to grow by around 12% annually between 2024 and 2029, B2C e-commerce exports are expected to expand by 24% per year, twice the overall growth** (Exhibit 1). E-commerce platforms have emerged as strategic export channels for MSMEs, enabling them to leverage consumer analytics, diversify export destinations, and reach tech-savvy consumers.¹²

Exhibit 1: E-commerce presents a lucrative opportunity for consumer electronics exports, with B2C e-commerce export revenues expected to outpace overall exports

Overall export revenue¹ from consumer electronics products earned by Taiwanese businesses
TWD billion, 2024 and 2029



1. Overall export revenue encompasses the value of all product shipments, covering both B2C and B2B models, which move through both e-commerce and non-e-commerce channels.

2. The expected growth rate for Taiwan’s B2C e-commerce exports of consumer electronics products was derived from Access Partnership’s 2025 survey of 150 consumer electronics MSMEs in Taiwan on their projected five-year growth in B2C e-commerce export sales.

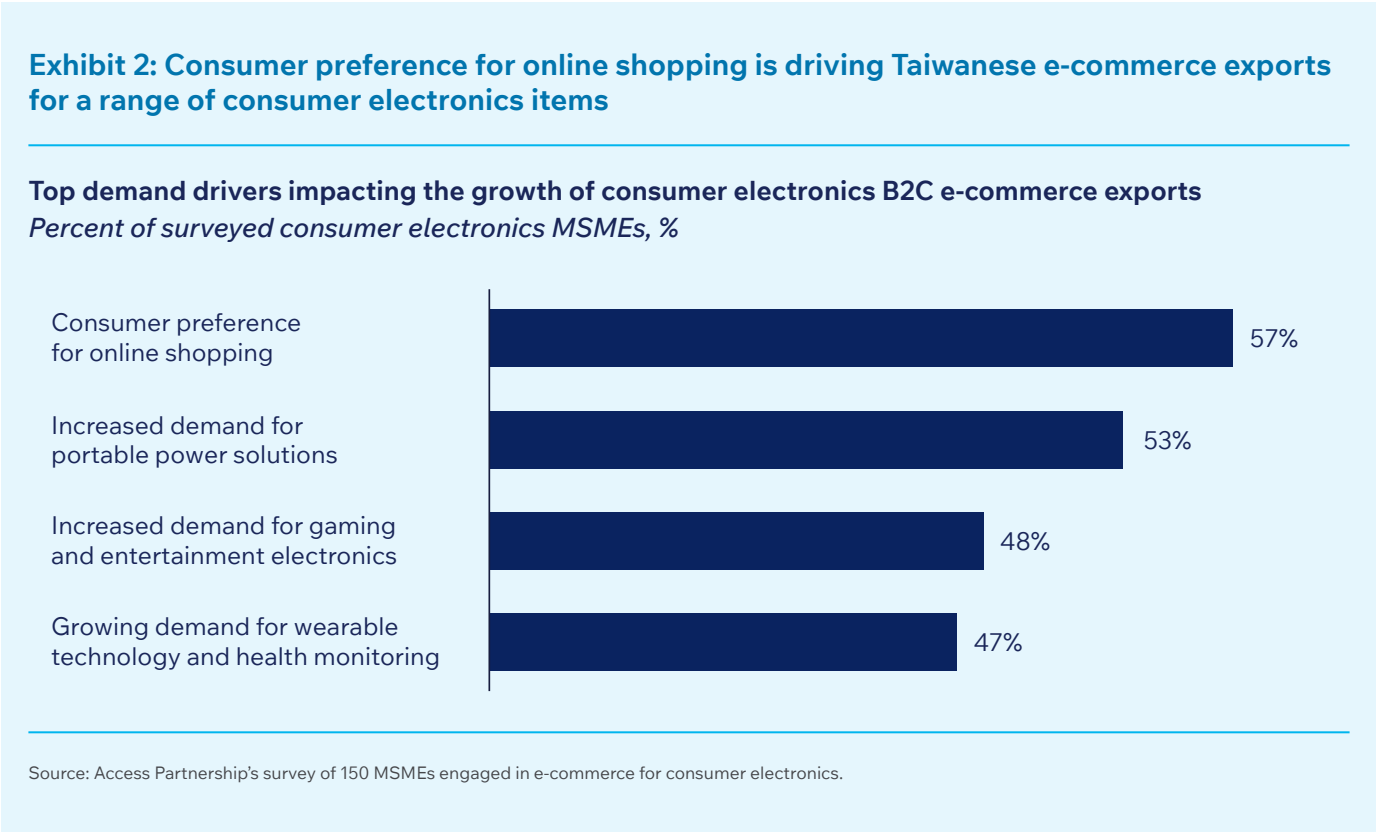
Source: Access Partnership analysis; Access Partnership’s survey of 150 MSMEs engaged in e-commerce for consumer electronics.

¹⁰ Taipei Representative Office in Singapore (2023), *Taiwan and the Global Semiconductor Supply Chain*. Available at: <https://roc-taiwan.org/uploads/sites/86/2023/12/December-2023-Semi-Report.pdf>

¹¹ Sources include: ASUS (n.d.), “About ASUS.” Available at: <https://www.asus.com/sg/content/about-asus/>; Acer (n.d.), “Milestones.” Available at: <https://www.acer.com/corporate/en/overview/milestones>; BenQ (n.d.), “Overview.” Available at: <https://www.benq.com/en-sg/about-benq/corporate.html>;

¹² Sources include: UNCTAD (2022), *Chapter 3: The Role of E-commerce in Value Chains*. Available at: https://unctad.org/system/files/official-document/dtlecdc2022d4_ch3_en.pdf; MarTech (2024), “E-commerce Analytics: What It Is and Why It Matters.” Available at: <http://martech.org/e-commerce-analytics/>; ScienceDirect (2023), “A Meta-analysis of Online Reviews’ Impact on Purchase Decisions.” Available at: <https://www.sciencedirect.com/science/article/pii/S2543925123000323>

Surveyed consumer electronics MSMEs cited growing online shopping demand (**57%**) as a key demand driver, alongside rising interest in portable power solutions (**53%**), gaming electronics (**48%**), and wearable technology and health monitoring devices (**47%**) (Exhibit 2). The global e-commerce environment for consumer electronics—defined by transparent product data, peer reviews, and competitive pricing—is supported by reliable delivery and after-sales service, creating an optimal channel for the sale of consumer electronics.¹³



2.2. Home goods exports: performance and e-commerce opportunity

Taiwan's home goods industry remains a cornerstone of its manufacturing economy and a growing contributor to export growth. In 2024, overall export revenue for home goods totaled **TWD 205 billion** (USD 6.4 billion) and is projected to reach **TWD 508 billion** (USD 15.8 billion) by 2029, driven by steady global demand and Taiwan's reputation in high-quality manufacturing and design.¹⁴ Local brands have established themselves as trusted suppliers for buyers globally, exemplifying Taiwan's strengths in production engineering, durable materials, and precision design.¹⁵

B2C e-commerce is reshaping how home goods manufacturers engage global consumers. **While total home goods exports are projected to grow at a compound annual growth rate (CAGR) of 20% between 2024 and 2029, B2C e-commerce export revenue is expected to expand by 29% annually, around 1.5 times faster than overall export growth** (Exhibit 3). This shift is particularly crucial for home goods MSMEs, as

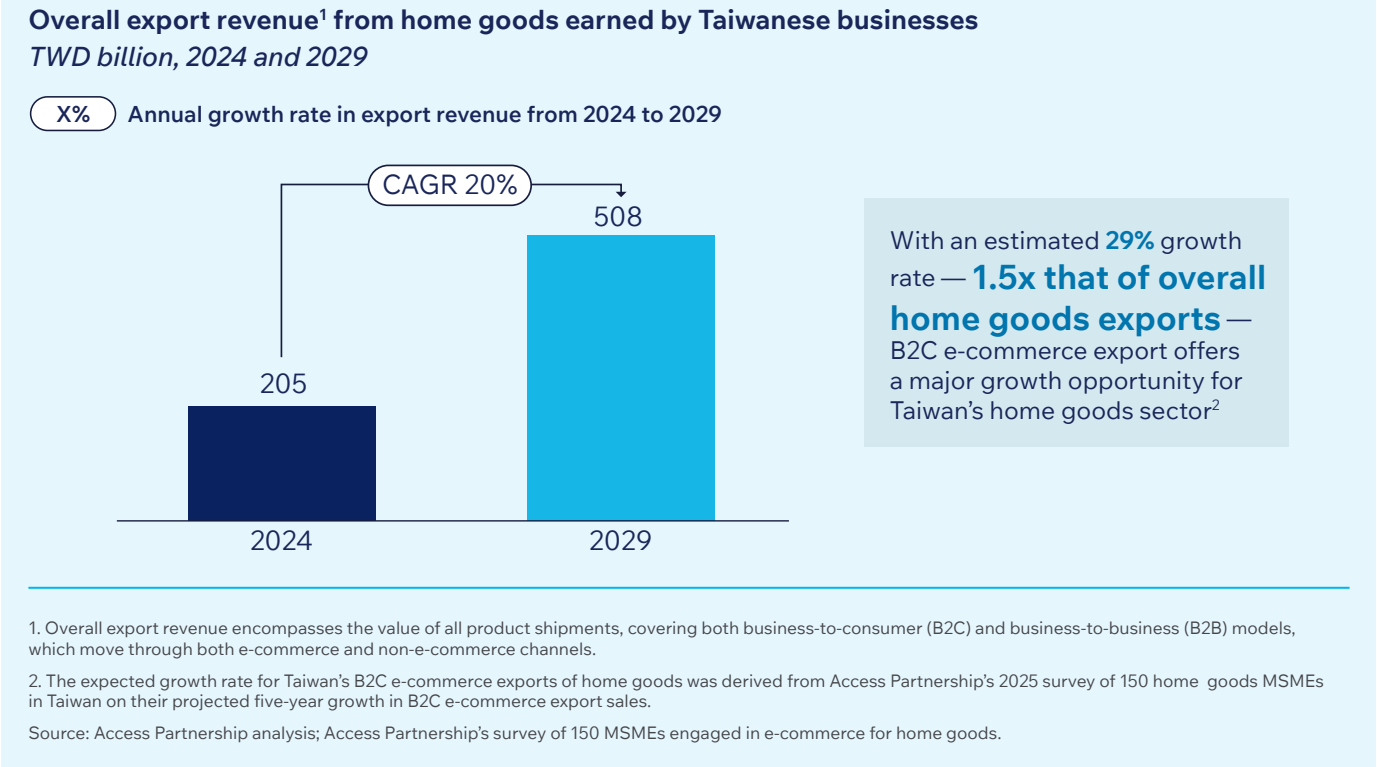
¹³ Sources include: Veltri et al. (2020), The Impact of online platform transparency of information on consumers' choices. Available at: <https://www.cambridge.org/core/journals/behavioural-public-policy/article/impact-of-online-platform-transparency-of-information-on-consumers-choices/1D7F0662612755FE18E9694DA9E95BF3>; KPMG (2017), The Truth About Online Consumers – 2017 Global Online Consumer Report. Available at: <https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2017/01/the-truth-about-online-consumers.pdf>

¹⁴ Estimates are based on the latest available annual data. Overall exports encompass all product shipments, covering both business-to-consumer (B2C), direct-to-consumer (D2C), and business-to-business (B2B) models, which move through both e-commerce and non-e-commerce channels.

¹⁵ Sources include: Kim et al. (2023), *Rediscovering the Industrial Competitiveness of Taiwan*. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4612130; Executive Yuan (2022), "Making Taiwan a high-end production hub for Asia and an advanced manufacturing process center." Available at: <https://english.ey.gov.tw/News3/9E5540D592A5FECDD22199706-ce66-4e61-943c-1dc82d5be6ff>

e-commerce enables them to test new products with lower upfront risk, enhance global brand visibility, and offer customizable, design-led products to diverse export destinations without requiring extensive distributor networks or physical retail infrastructure.¹⁶

Exhibit 3: E-commerce presents a huge opportunity for home goods exporters, with B2C e-commerce export revenues expected to outpace overall exports by 1.5 times



Surveyed MSMEs highlighted two key drivers of B2C e-commerce export growth in home goods: demand for furniture and appliances with integrated technology (**66%**) and sustainable, eco-friendly home goods (**63%**) (Exhibit 4). These trends reflect global shifts toward smart living, with households adopting connected devices that enable app-based control, energy monitoring, and automation.¹⁷ Sustainability is also increasingly influencing purchasing decisions, with consumers willing to pay a premium for eco-friendly products.¹⁸ Taiwanese home goods MSMEs are well-positioned to meet these demands, leveraging Taiwan's advanced electronics and semiconductor ecosystem alongside government initiatives promoting circular manufacturing and low-carbon production.¹⁹



¹⁶ Sources include: Premia TNC (2024), "Riding the Wave: The Growing Influence of E-Commerce in Taiwan." Available at: <https://premiatnc.com/tw/blog/e-commerce-taiwan/>; SmartOSC (2021), "Why Cross-Border E-commerce Is the Next Growth Engine for Taiwan's SMEs." Available at: <https://www.smartosc.com/why-cross-border-e-commerce-is-the-next-growth-engine-for-taiwan/>; Cassia et al. (2021), *Cross-border e-commerce as a foreign market entry mode among SMEs: the relationship between export capabilities and performance*. Available at: <https://www.emerald.com/ribs/article/32/2/267/372784/Cross-border-e-commerce-as-a-foreign-market-entry>; OECD (2019), *Unpacking E-commerce: Business Models, Trends and Policies*. Available at: https://www.oecd.org/content/dam/oecd/en/publications/reports/2019/06/unpacking-e-commerce_35b43e2b/23561431-en.pdf

Sources include: Grand View Research (2024), *Smart Home Market (2025 - 2030)*. Available at: <https://www.grandviewresearch.com/industry-analysis/smart-homes-industry>; Ehrenberg (2024), *Smart Home Technologies: Convenience and Control*. Available at: https://link.springer.com/chapter/10.1007/978-3-031-66528-8_8

¹⁷ McKinsey & Company (2023), "Consumers care about sustainability—and back it up with their wallets." Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/consumers-care-about-sustainability-and-back-it-up-with-their-wallets>

¹⁸ Sources include: Amazon (2026), "亞馬遜全球開店公布 2026 年全球消費趨勢報告." Available at: <https://gs.amazon.com.tw/news/2026-consumer-trend-report-press-release-260202>; Executive Yuan (2019), "Circular economy promotion plan." Available at: <https://english.ey.gov.tw/News3/9E5540D592A5FECDD/8053c7c8-e0a9-4cdd-b53a-992d6330f499>; Industrial Technology Research Institute (n.d.), "Sustainable Environment." Available at: <https://www.itri.org.tw/english/ListStyle.aspx?DisplayStyle=01&MmmlID=1037333532432522160&SiteID=1>; Intel Market Research (2025), *Taiwan Smart Home ICS Market Growth Analysis, Dynamics, Key Players and Innovations, Outlook and Forecast 2025-2032*. Available at: <https://www.intelmarketresearch.com/taiwan-smart-home-ics-market-10455>

Exhibit 4: Demand for smart and sustainable products is driving Taiwanese home goods e-commerce exports

Top demand drivers impacting the growth of home goods B2C e-commerce exports
Percent of surveyed home goods MSMEs, %



Source: Access Partnership's survey of 150 MSMEs engaged in e-commerce for home goods.



3. How e-commerce is redefining MSME exports

MSMEs are central to Taiwan's economy, making up 99% of all enterprises and nearly 80% of total employment.²⁰ They also play a significant role in exports, accounting for 24% of Taiwan's total exports in 2023.²¹ Given their emerging role in driving the consumer electronics and home goods sectors, primarily through technology-related manufacturing and wholesale and retail trade, understanding the determinants of MSME export performance is critical to enhancing Taiwan's global competitiveness.²²

With e-commerce transforming global trade, this chapter draws on a survey of 150 consumer electronics and 150 home goods MSMEs engaged in e-commerce exports in 2025. It explores their motivations for selling online, the factors influencing competitiveness, and the export destinations with the highest growth potential.

3.1. Why e-commerce export is crucial for MSME growth

E-commerce is unlocking new growth prospects and export opportunities for Taiwanese MSMEs across consumer electronics and home goods. The vast majority of MSMEs surveyed (**93%**) view e-commerce as essential for their future growth (Exhibit 5). **93%** of MSMEs reported that e-commerce has strengthened their global competitiveness relative to larger firms, thereby leveling the playing field for MSME exporters.²³ In addition, with **86%** of MSMEs stating that exporting is unfeasible without e-commerce, online platforms act as the primary enabler for international expansion.



²⁰ Ministry of Economic Affairs (2025), *White Paper on Small and Medium Enterprises in Taiwan*, 2024. Available at: <https://www.sme.gov.tw/article-en-2572-12584>

²¹ Ministry of Economic Affairs (2024), "SME Statistics in 2023." Available at: <https://www.sme.gov.tw/article-en-2573-12585>

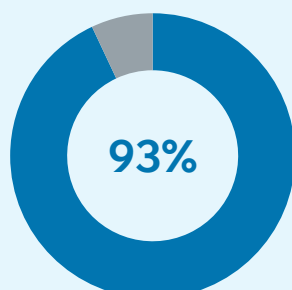
²² Ministry of Economic Affairs (2025), *White Paper on Small and Medium Enterprises in Taiwan*, 2024. Available at: <https://www.sme.gov.tw/article-en-2572-12584>

²³ Sources include: Onjewu et al. (2022), *The Interplay of E-commerce, Resilience and Exports in the Context of COVID-19*. Available at: <https://link.springer.com/article/10.1007/s10796-022-10342-w>; Wen et al. (2023), *Promoting the International Competitiveness of Small and Medium-Sized Enterprises Through Cross-Border E-Commerce Development*. Available at: <https://journals.sagepub.com/doi/full/10.1177/21582440231210119>

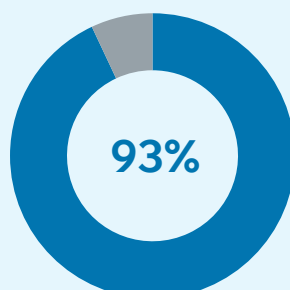
Exhibit 5: 93% of MSMEs in Taiwan reported that e-commerce export is essential for their future growth, and has boosted their global competitiveness

B2C e-commerce export engagement patterns among Taiwanese MSMEs

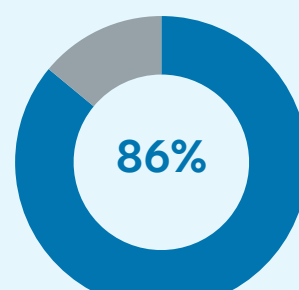
Percent of surveyed consumer electronics and home goods MSMEs, %



of MSMEs reported that **e-commerce export is essential for their future growth**



of MSMEs stated that **engaging in e-commerce has made them more globally competitive** compared to larger firms



of MSMEs agreed that **without e-commerce their company would be unable to export overseas**

Source: Access Partnership survey of 150 MSMEs engaged in e-commerce for consumer electronics and 150 for home goods in Taiwan, 2025; Access Partnership analysis

Expanding overseas outreach is the main reason Taiwanese consumer electronics and home goods MSMEs adopt e-commerce for exports. Most respondents identified the ease of engaging with foreign customers (**57%**) and accessing multiple export destinations (**56%**) as key factors (Exhibit 6). E-commerce marketplace features, including multi-language listings and integrated customer support, facilitate engagement with overseas customers, while the multi-country presence of e-commerce platforms ensures broader access.²⁴

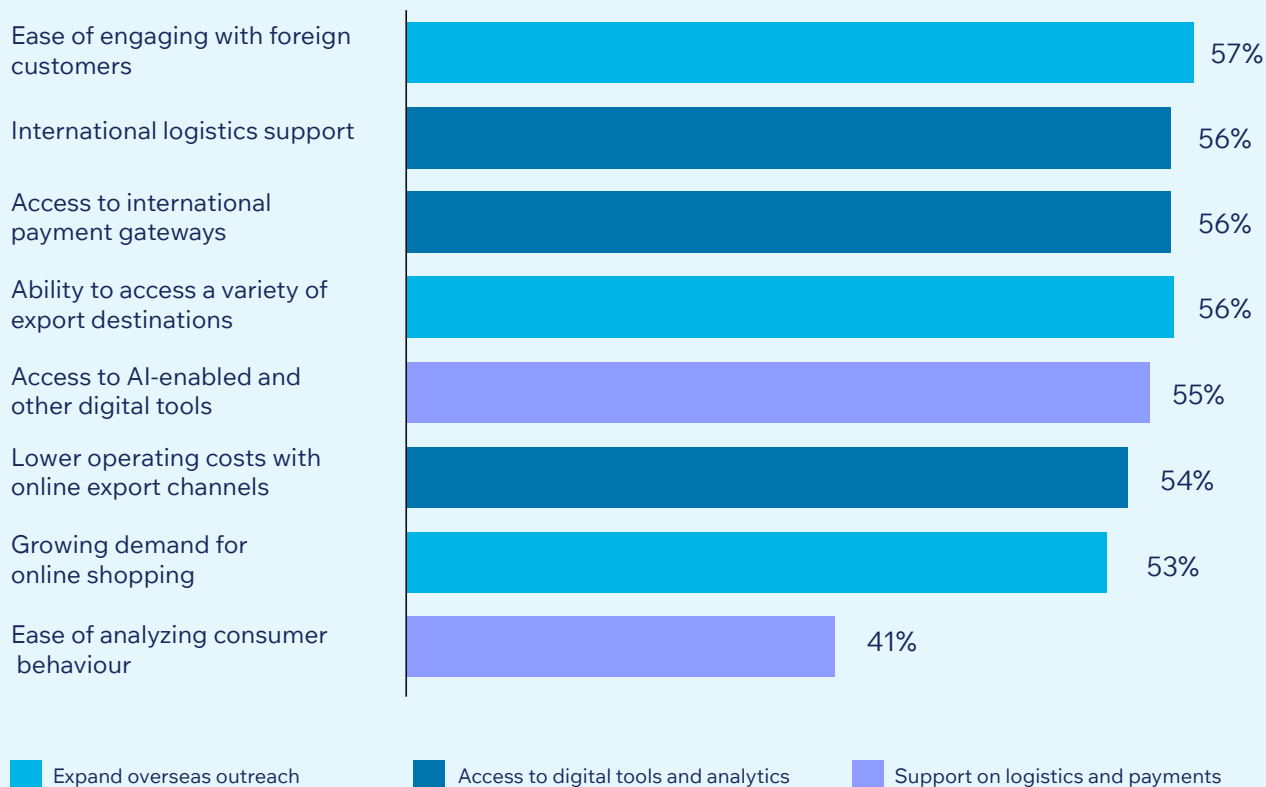


²⁴ Sources include: Lokalise (2024), "Why having a multilingual store is beneficial for your ecommerce business." Available at: <https://lokalise.com/blog/multilingual-store-benefits/>; Marketplacer (2024), "International Marketplaces: Key to International E-commerce Success." Available at: <https://marketplacer.com/blog/international-marketplaces/>

Exhibit 6: Expanding overseas outreach is the primary motivation for Taiwanese MSMEs to adopt e-commerce

Reasons for the use of e-commerce to export

Percent of surveyed consumer electronics and home goods MSMEs, %



Source: Access Partnership survey of 150 MSMEs engaged in e-commerce for consumer electronics and 150 for home goods in Taiwan, 2025; Access Partnership analysis

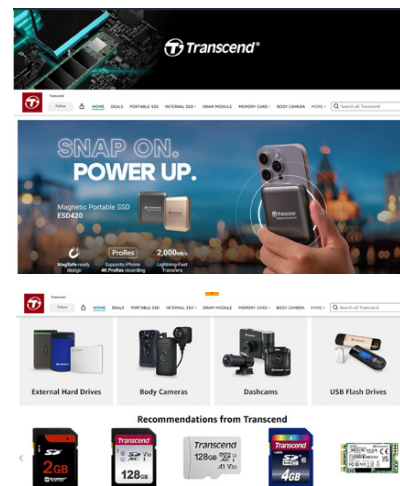


Box 1: Taiwanese consumer electronics and home goods brands successfully growing their exports via e-commerce

Reviving B2C exports growth through Amazon: Transcend Information

Founded in 1989, Transcend Information is a leading Taiwanese consumer electronics manufacturer with a portfolio spanning memory cards, flash drives, and dashcams.²⁵ With more than 2,000 products and operations across 12 countries, the company has long maintained a strong export orientation and a broad international customer base.²⁶

As B2C exports to the USA began to decelerate, Transcend identified rising operating costs associated with overseas subsidiaries and agent-led distribution models as key constraints to further growth.²⁷ In response, the company repositioned the e-commerce marketplace Amazon from a supplementary sales channel to a core pillar of its global B2C strategy. Transcend consolidated its international Amazon operations and shifted to a centralized third-party (3P) seller model managed directly from Taiwan, enabling greater control over pricing, inventory, and consumer engagement.²⁸

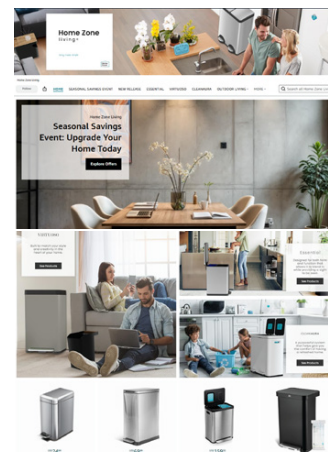


Within three months of centralizing its Amazon operations, Transcend recorded a 150% year-on-year increase in sales, demonstrating the effectiveness of a streamlined, platform-led export model.²⁹ According to Vice President Paul Chen, Amazon has enabled Transcend to re-establish direct relationships with end consumers, replacing a fragmented export structure previously reliant on multiple intermediaries.³⁰

Enabling the transition from business-to-business (B2B) to B2C by leveraging consumer insights from Amazon: Test Rite International

Test Rite International is a Taiwanese enterprise with over 40 years of experience in global sourcing, retail, and home improvement products.³¹ Historically focused on B2B operations, the company manages a portfolio of proprietary brands, including Home Zone Living and ArrowHead Outdoor, supplying international markets primarily through established retail and distribution partners.³²

As consumer purchasing increasingly shifted online, Test Rite recognized the need to complement its B2B foundations with a direct-to-consumer strategy. Leveraging Amazon as its primary B2C channel, the company sought to build brand ownership and establish direct relationships with end customers. Through participation in Amazon's Brand Accelerator program, Test Rite strengthened control over product positioning and brand marketing and began systematically using marketplace Selling data and customer feedbacks to inform product development and portfolio optimization.



This shift enabled Test Rite to move beyond its traditional role as a supplier to overseas retailers and distributors, positioning the company to capture greater value across the product lifecycle while improving responsiveness to evolving consumer demand in export markets.

²⁵ Transcend Information (n.d.), "Company Profile." Available at: <https://in.transcend-info.com/about/company>

²⁶ Transcend Information (n.d.), "Company Profile." Available at: <https://in.transcend-info.com/about/company>

²⁷ Business Next (2025), "全員共識X快速調整, 台灣品牌創見攜手亞馬遜全球開店布局全球市場, 掌握跨境電商新商機." Available at: <https://www.bnext.com.tw/article/83156/amazon202505>

²⁸ Business Next (2025), "全員共識X快速調整, 台灣品牌創見攜手亞馬遜全球開店布局全球市場, 掌握跨境電商新商機." Available at: <https://www.bnext.com.tw/article/83156/amazon202505>

²⁹ Business Next (2025), "全員共識X快速調整, 台灣品牌創見攜手亞馬遜全球開店布局全球市場, 掌握跨境電商新商機." Available at: <https://www.bnext.com.tw/article/83156/amazon202505>

³⁰ Business Next (2025), "全員共識X快速調整, 台灣品牌創見攜手亞馬遜全球開店布局全球市場, 掌握跨境電商新商機." Available at: <https://www.bnext.com.tw/article/83156/amazon202505>

³¹ Test Rite (n.d.), "Overview." Available at: <https://www.testritegroup.com/aboutTR/company-profile>

³² Sources include: Test Rite (n.d.), 2021 Annual Report. Available at: https://www.ir-cloud.com/taiwan/2908/annual/2021/EN/2021annual%20report%2020230204_54JGILkflIID.pdf; Test Rite (n.d.), "Retail Business." Available at: <https://www.testritegroup.com/industry/retail-business>

3.2. Key export destinations: current outlook and future prospects

Taiwanese MSMEs strategically prioritize large, mature consumer economies for e-commerce export growth, with the **USA, Mainland China, Japan, and the United Kingdom (UK) identified as the top export destinations** today and over the next five years (Exhibit 7). Notably, the UK is expected to rise in importance over the next five years, driven largely by consumer electronics MSMEs, who anticipate the UK moving into their top three export destinations alongside the USA and Mainland China. This shift reflects their growing confidence following the 2025 UK-Taiwan Enhanced Trade Partnership, which includes a digital trade pillar.³³ Home goods MSMEs, by contrast, show a steadier outlook: while the USA and Mainland China remain their top priorities today and in the future, the EU consistently ranks third. Across both product segments, these preferred export destinations offer advanced digital infrastructure, efficient fulfillment networks, and reliable cross-border payment systems, making them attractive for exporting MSMEs.³⁴



By leveraging product innovation and brand-building to target these export destinations, Taiwanese MSMEs are deepening their global engagement. The USA continues to be a strategic priority, with 79% of consumer electronics MSMEs and **88%** of home goods viewing the USA favorably. Meanwhile, Mainland China and Japan continue to hold strong appeal for Taiwanese home goods and consumer electronics MSMEs due to geographic proximity and cultural familiarity, sustaining demand for Taiwanese-designed appliances and lifestyle electronics.³⁵

Exhibit 7: The USA and Mainland China are identified as top export destinations for Taiwanese consumer electronics and home goods MSMEs exporting via e-commerce

Ranking	Top export destinations identified by MSMEs today ¹	Top export destinations identified by MSMEs in five years ¹
1 st	USA 	USA 
2 nd	Mainland China 	Mainland China 
3 rd	Japan 	UK 
4 th	UK 	Japan 

1. Top destination is calculated as the share of total respondents that selected the export destination within their first ranking out of 5.
Source: Access Partnership survey of 150 MSMEs engaged in e-commerce for consumer electronics and 150 for home goods in Taiwan, 2025; Access Partnership analysis

³³ UK Parliament (2025), "UK–Taiwan Enhanced Trade Partnership." Available at: <https://hansard.parliament.uk/commons/2025-06-30/debates/25063038000011/UK-TaiwanEnhancedTradePartnership>
³⁴ World Internet Conference (2024), *Cross-Border E-Commerce Competitiveness Research Report — Country-Level Analysis*. Available at: <https://www.wicinternet.org/pdf/Cross-BorderE-CommerceCompetitivenessResearchReport%E2%80%94Country-LevelAnalysis.pdf>
³⁵ Sources include: China Briefing (2023), "China Household Appliances Market: Consumption Trends, Policy Support and Investment Opportunities." Available at: <https://www.china-briefing.com/news/china-household-appliances-market-consumption-trends-policy-support-and-investment-opportunities/>; Japan Times (2021), "Taiwan and Japan: Dynamic partners in commerce, investment and industry." Available at: <https://www.japantimes.co.jp/country-report/2021/05/14/taiwan-report-2021/taiwan-japan-dynamic-partners-commerce-investment-industry/>

Box 2: Amazon's SEND and logistics partnerships strengthen cross-border logistics for Taiwanese MSMEs

In 2025, Amazon upgraded its SEND program to support Taiwanese MSMEs with exporting, introducing a dedicated shipping route between Taiwan and the USA to complement its existing air freight and UPS express services.³⁶ As Amazon's cross-border logistics solution, SEND streamlines the export process by offering weekly routes, free door-to-door pickup, and real-time shipment tracking.³⁷ Furthermore, the SEND sea freight service delivers cost efficiencies, allowing sellers to access ocean freight rates approximately 20% lower than the average market rate.³⁸

Complementing SEND, in 2025, FamilyMart partnered with DPD Taiwan to expand last-mile access for Taiwanese MSMEs, enabling parcels to be dropped off at 4,400 FamilyMart stores nationwide.³⁹ Under this arrangement, FamilyMart provides convenient parcel drop-off and collection points, and DPD Taiwan handles international shipping.⁴⁰ This collaboration lowers coordination costs and reduces barriers for MSMEs lacking dedicated warehousing or fulfilment capacity.

Together, these logistics partnerships and program upgrades demonstrate how platform-led solutions can reduce export costs, simplify cross-border shipping, and broaden market access, enabling Taiwanese MSMEs to scale e-commerce exports more efficiently and sustainably.



³⁶ Amazon (2025), "亞馬遜全球開店公佈2026發展策略." Available at: <https://gs.amazon.com.tw/news/2025-seller-summit-press-release-251030>

³⁷ Amazon (2025), "亞馬遜全球開店公佈2026發展策略." Available at: <https://gs.amazon.com.tw/news/2025-seller-summit-press-release-251030>

³⁸ Amazon (2025), "亞馬遜全球開店公佈2026發展策略." Available at: <https://gs.amazon.com.tw/news/2025-seller-summit-press-release-251030>

³⁹ DPD (2025), "Unlocking Global Reach: DPD Taiwan Launches Pioneering Cross-Border Shipping Service with Amazon and FamilyMart." Available at: <https://www.dpd.com/tw/en/2025/10/29/cross-border-shipping-event/>

⁴⁰ Amazon (2025), "亞馬遜全球開店公佈2026發展策略." Available at: <https://gs.amazon.com.tw/news/2025-seller-summit-press-release-251030>

4. Challenges facing Taiwan's consumer electronics and home goods MSMEs

The survey of Taiwanese MSMEs in the consumer electronics and home goods industries examined the main obstacles they face when exporting through e-commerce channels. These challenges fall into four broad categories:

- **Regulatory barriers** stem from complex or inconsistent legal and compliance requirements across export destinations. This includes managing export documentation and determining which products comply with regulations in export destinations.
- **Capability barriers** reflect limits in staffing, partnerships, and resources that restrict firms from engaging overseas buyers. For example, firms cite difficulties in hiring skilled talent and negotiating favorable arrangements with manufacturers and suppliers.
- **Knowledge barriers** reflect gaps in MSMEs' understanding of export destinations and service providers, such as limited awareness of consumer preferences or international shipping options.
- **Cost barriers** capture the financial pressures of selling abroad via e-commerce, ranging from high logistics expenses to compliance fees and staffing and fulfilment costs.

4.1. Barriers to exporting via e-commerce

Regulatory barriers emerged as the top hurdle for consumer electronics and home goods MSMEs, with MSMEs reporting challenges with navigating complex and changing regulations in export destinations (Exhibit 8). This is followed, in order, by capability shortcomings, knowledge gaps, and lastly cost barriers for home goods MSMEs, while consumer electronics MSMEs reported experiencing these three barriers to the same degree. The following sections examine each barrier category in more detail, highlighting the underlying causes of these challenges for consumer electronics and home goods MSMEs.



Exhibit 8: Navigating complex and changing regulations in export destinations is among the top barriers faced by Taiwanese consumer electronics and home goods MSMEs

Barriers type	Top barrier faced by MSMEs	Percent of MSMEs that face the barrier, %		Underlying causes of the top barrier faced
		Consumer electronics	Home goods	
Regulatory barriers 	Complex and changing regulations in export destinations	86%	96%	- Product compliance regulations and standards in export destinations - High costs of regulatory compliance
Capability barriers 	Shortage in manpower, skills, and partnerships	83%	93%	- Lack of understanding of technical operations and e-commerce platform integration - Lack of supply chain and logistics expertise - Lack of regulatory compliance expertise
Knowledge barriers 	Limited knowledge on various aspects of exporting via e-commerce	83%	92%	- Limited awareness of regulatory requirements - Limited understanding of e-commerce business models and strategies
Cost barriers 	High costs of cross-border logistics	83%	91%	- Costs associated with custom clearance and duties in export destinations - Cost associated with warehousing, storage, and fulfilment in export destinations

Source: Access Partnership survey of 150 MSMEs engaged in e-commerce for consumer electronics and 150 for home goods in Taiwan, 2025; Access Partnership analysis

4.1.1. Regulatory barriers

Regulatory demands increase compliance costs, reduce price competitiveness, and slow MSMEs' ability to scale their exports through e-commerce. In fact, **86%** of consumer electronics MSMEs, and **96%** of home goods MSMEs cited challenges with navigating complex and changing regulations in export destinations. In both categories, this barrier was driven by **product compliance regulations and standards in export destinations as well as the high costs of regulatory compliance**. These pressures have intensified amid stricter oversight in key export destinations such as the UK. These include new packaging and safety requirements for lithium battery-powered devices impacting consumer electronics exports, alongside expected additions to product safety standards under the UK's Product Regulation and Metrology Act 2025, impacting both consumer electronics and home goods exports.⁴¹

4.1.2. Capability barriers

Capability gaps are also a major constraint for Taiwanese MSMEs, with over **83%** of consumer electronics and home goods MSMEs reporting shortages in manpower, technical skills, and platform integration experience. These capability gaps are largely centered on **technical operations and e-commerce platform integration expertise**. Additionally, consumer electronics MSMEs have reported **insufficient regulatory compliance capabilities**, while home goods MSMEs reported capability gaps in **supply-chain and logistics skills**. Recent research corroborates these findings, identifying marketing and logistics as two of the top three areas where

⁴¹ Sources include: Federal Register (2024), "Hazardous Materials: Harmonization With International Standards." Available at: <https://www.federalregister.gov/documents/2024/04/10/2024-06956/hazardous-materials-harmonization-with-international-standards>; Intertek (n.d.), "UN 38.3 Testing for Lithium Batteries." Available at: <https://www.intertek.com/batteries/un-38-3-testing/>; Intertek; The National Archive (2025), "Product Regulation and Metrology Act." Available at: <https://www.legislation.gov.uk/ukpga/2025/20>

Taiwanese e-commerce MSMEs face talent shortages.⁴² Consequently, capability gaps not only add to MSMEs' operating costs, but such gaps also present a more structural and long-term challenge for MSMEs, exacerbating other barriers such as knowledge gaps and regulatory challenges.

4.1.3. Knowledge barriers

Knowledge barriers further constrain MSME participation in e-commerce exports. **83%** of consumer electronics MSMEs and **92%** of home goods MSMEs cited limited knowledge of key aspects of exporting via e-commerce. For MSMEs in both categories, the top underlying causes of their knowledge gaps were a **limited understanding of regulatory requirements as well as e-commerce business models and strategies**. As global e-commerce models rapidly evolve, MSMEs without structured access to market intelligence and e-commerce platform know-how face widening disadvantages in customer acquisition, pricing optimization, and supply chain management.⁴³ These knowledge barriers make it more challenging for MSMEs to navigate evolving global e-commerce and operate profitably in export destinations.

4.1.4. Cost barriers

Among consumer electronics MSMEs, **83%** reported the high costs of cross-border logistics as a major obstacle, while **91%** of consumer electronics MSMEs reported the same. For MSMEs in both categories, the barriers were driven by **costs associated with customs clearance and duties**, as well as **warehousing, storage, and fulfilment in export destinations**. Cost pressures are particularly acute in key export destinations such as the USA, driven by the elimination of *de minimis* provisions and soaring annual warehouse occupancy costs, which average over TWD 625 (USD 20) per square foot in cities like Los Angeles.⁴⁴ By increasing the costs of cross-border logistics, these factors drain resources that MSMEs would otherwise invest in areas such as product innovation and marketing, ultimately undermining their price competitiveness in the global e-commerce landscape.

Overall, these findings highlight that regulatory, capability, knowledge, and cost barriers collectively constrain Taiwanese consumer electronics and home goods MSMEs' ability to participate and scale in global e-commerce. Addressing these interlinked challenges through targeted policy measures and coordinated export support will be critical to strengthening MSMEs' e-commerce export readiness.



⁴² Sources include: Amazon (2025), “數位大接班時代來臨：一、二代高度共識 以數位、AI與品牌走向國際新局.” Available at: <https://gs.amazon.com.tw/news/2025-jeat-exporting-e-commerce-report-251124>; European Chamber of Commerce Taiwan (2025), “52% of Taiwan employers plan to expand headcount while 71% face talent shortages.” Available at: <https://www.eccct.com.tw/52-of-taiwan-employers-plan-to-expand-headcount-while-71-face-talent-shortages/>

⁴³ Sources include: Savimaki et al. (2025), *Big data driven supply chains in SMEs: The role of industry digitalization*. Available at: <https://www.tandfonline.com/doi/full/10.1080/00472778.2025.2578448>; OECD (2023), *SMEs in the Era of Hybrid Retail*. Available at: https://www.oecd.org/content/dam/oecd/en/publications/reports/2023/05/smes-in-the-era-of-hybrid-retail_ea79f5fc/882f30b0-en.pdf; MFAT (2024), *Barriers and Challenges for Internationalising SMEs: Facilitating Through Cross-border Negotiations*. Available at: <https://www.mfat.govt.nz/assets/Countries-and-Regions/South-East-Asia/ASEAN/ASEAN-CER-Integration-Partnership-Forum/Barriers-and-Challenges-for-Internationalising-SMEs-Facilitating-through-Cross-Border-Negotiations-Brief.pdf>; APEC (2024), *E-commerce Status Analysis to Identify Best Practices, Digital Skills Development, and Strategies that Promote E-commerce in MSMEs in APEC Economies*. Available at: https://www.apec.org/docs/default-source/publications/2024/1/224_sme_e-commerce-status-analysis.pdf?sfvrsn=20d1f846_2

⁴⁴ Savills (2025), “Warehousing costs: a global perspective.” Available at: https://www.savills.co.uk/research_articles/229130/378038-0; DHL (2025), “The end of the U.S. *de minimis* rule: What your business needs to know.” Available at: <https://www.dhl.com/discover/en-us/global-logistics-advice/logistics-insights/the-end-of-de-minimis-exemption-meaning-for-your-business>

5. Targeted policy action to accelerate e-commerce export growth

Taiwan has introduced a suite of initiatives to support MSMEs in e-commerce exports, spanning financial assistance, digital transformation programs, training, and digital tools. For instance, in 2024, the Executive Yuan rolled out an MSME development plan offering subsidies of up to TWD 100,000 (USD 3,100) for digital transformation, along with preferential loans and tax incentives to accelerate export growth.⁴⁵ Complementing this, the Ministry of Economic Affairs (MOEA) launched AiEZ TRADE, an artificial intelligence (AI)-powered platform providing trade data analytics, buyer recommendations, and marketing support, already benefiting over 1,300 firms.⁴⁶ Together, these measures reflect Taiwan's commitment to equipping MSMEs with the capabilities, resources, and digital tools needed to expand internationally.

Despite these programs, most MSMEs see a need for a more coordinated approach. In fact, **93%** of Taiwanese MSMEs surveyed see a need for a comprehensive long-term strategy to promote B2C e-commerce exports. **A comprehensive B2C e-commerce export framework could unify existing initiatives, set measurable revenue targets, and enhance cooperation between government and industry partners.** Aligning funding, training, and digital infrastructure support would streamline MSME access to resources, enhance inter-agency collaboration, and sustain long-term progress. Implemented effectively, this approach could significantly accelerate Taiwan's e-commerce export growth and bolster its global competitiveness.

5.1. Lessons from Taiwan and peer economies

While Taiwan has made notable strides in supporting MSME e-commerce exports through financial incentives and digital tools, further alignment with global best practices could unlock further potential. Surveyed Taiwanese MSMEs emphasized the importance of practical online resources, access to reliable third-party logistics, and stronger government-industry partnerships to overcome barriers (Exhibit 9). Across Asia-Pacific and beyond, governments are implementing targeted initiatives to address common challenges such as navigating complex compliance requirements, high logistics costs, capability gaps, and limited knowledge of exporting via e-commerce. Examining these policy approaches provides valuable insights that can inform Taiwan's strategy for enhancing MSME competitiveness and accelerating e-commerce export growth.



⁴⁵ Executive Yuan (2024), "Executive Yuan approves plan to boost micro-, small and medium-sized enterprises." Available at: <https://english.ey.gov.tw/Page/61BF20C3E89B856/6748328f-b470-4aaa-9f80-bb6a0cb601a0>

⁴⁶ Ministry of Economic Affairs (2024), "AI Drives New Digital Trade: The MOEA Helps Firms with Transformation." Available at: https://www.moea.gov.tw/MNS/english/news/News.aspx?kind=6&menu_id=176&news_id=118086

Exhibit 9: Taiwanese consumer electronics and home goods MSMEs seek targeted support to address the top barriers to exporting via e-commerce

Barriers targeted	Best practice policy approaches sought by consumer electronics and home goods MSMEs in Taiwan	Percent of MSMEs that seek the approach, %	Exemplary solutions adopted in peer economies
Regulatory barriers 	Training and information-sharing sessions on product compliance and certification requirements	92%	Enterprise Europe Network 
Cost barriers 	An ecosystem of third-party logistics service providers	95%	Export Logistics Voucher, Overseas Joint Logistics Center 
Capability barriers 	Online resources for MSMEs to learn about e-commerce exports	97%	Business.govt.nz 
Knowledge barriers 	Government-industry partnerships to increase awareness of export destinations	94%	Japan Store 

Source: Access Partnership survey of 150 MSMEs engaged in e-commerce for consumer electronics and 150 for home goods in Taiwan, 2025.

5.1.1. Streamlining regulatory barriers

Taiwan's current approach

Taiwan is alleviating regulatory barriers faced by MSMEs by strengthening institutional guidance on export regulations and administrative procedures. For instance, the International Trade Administration (ITA) maintains publicly accessible, jurisdiction-specific resources on regulatory and technical requirements affecting exports, including for key destinations such as the USA and Japan.⁴⁷ These resources help MSMEs identify applicable standards, certification requirements, and administrative obligations before entering target destinations. In parallel, ITA has introduced digital tools to streamline export administration, including simplified processes for obtaining certificates of origin and export permits.⁴⁸ Together, these measures reduce information asymmetries and administrative friction when navigating complex and evolving foreign regulatory environments. Despite these efforts, a significant **86%** of consumer electronics MSMEs and **96%** of home goods MSMEs still face challenges with complex and changing foreign regulations. To effectively address this top barrier experienced across both categories, **92%** of surveyed MSMEs in Taiwan indicated that expanded training and information-sharing sessions focused on compliance and certification would be highly effective.

Exemplary initiative in the EU

The EU's Enterprise Europe Network (EEN) showcases how targeted and regular information-sharing, as well as advisory support at scale, can help MSMEs better navigate constantly evolving export requirements. Launched in 2008, the EEN is an advisory network and international matchmaking platform that connects European MSMEs with certification bodies, regulatory service providers, and a range of other strategic partners.⁴⁹ The network includes 560 partner organizations in 56 countries globally, and supports 260,000 MSMEs annually. Through its Embracing Global Markets webinar series, the EEN provides market intelligence and updates on regulatory requirements for key export destinations for European MSMEs.⁵⁰ Past webinars have covered customs compliance in the USA and product certification guidance for exports to Australia and New

⁴⁷ ITA (n.d.), "對臺貿易障礙." Available at: https://www.trade.gov.tw/pages/bilateral_obstacle.aspx?nodeid=5113

⁴⁸ Sources include: ITA (n.d.), "Flow Chart about Certificate of Origin." Available at: <https://www.trade.gov.tw/english/ProcessList/List.aspx?code=9020&nodeID=4652>; ITA (n.d.), "Flow Chart about Governing Export and Import of Commodities." Available at: <https://www.trade.gov.tw/english/ProcessList/List.aspx?code=9020&nodeID=4650>

⁴⁹ Enterprise Europe Network (2025), "Enterprise Europe Network." Available at: <https://een.ec.europa.eu/>

⁵⁰ Enterprise Europe Network (n.d.), "Embracing global markets." Available at: <https://een.ec.europa.eu/webinars/webinar-series-embracing-global-markets>

Zealand.⁵¹ EEN reports that 83% of MSMEs participating in its network believe that EEN has played a key role in helping them expand globally.⁵² By delivering continuous and holistic market-specific regulatory intelligence at scale, EEN demonstrates how Taiwan could complement its regulatory assistance efforts to further alleviate regulatory barriers for MSMEs exporting via e-commerce.

5.1.2. Alleviating cost barriers

Taiwan's current approach

Taiwan addresses export cost pressures through targeted subsidies aimed at reducing cross-border logistics expenses for MSMEs. For instance, under the MOEA's Subsidy Scheme for Industry to Develop International Markets program, first launched in 2013, firms can receive up to TWD 5 million (USD 150,000) to establish overseas warehouses, hire new distributors, and invest in new export channels.⁵³ To date, the program has supported nearly 500 businesses, enabling expansion into more than 10 export destinations, including the USA and key ASEAN economies.⁵⁴ Recent measures, such as the TWD 93 billion (USD 3.1 billion) support package introduced in 2025 to help offset the impact of US tariffs through tax incentives and subsidies, have further broadened the scope of assistance available to exporting MSMEs.⁵⁵ Despite these measures, over **83%** of consumer electronics and home goods MSMEs in Taiwan still report facing high cross-border logistics costs when exporting via e-commerce. As such, **95%** of MSMEs in both categories highlighted the need for a broader ecosystem of third-party logistics service providers to further lower costs and boost export competitiveness.

Exemplary initiative in South Korea

South Korea's Export Voucher Program and Overseas Joint Logistics Centre initiatives go beyond financial assistance by combining subsidies with guaranteed logistics access to shipping capacity and shared overseas logistics infrastructure for exporting MSMEs. Launched in 2016 by the Ministry of Trade, Industry and Energy and the Korea Trade-Investment Promotion Agency (KOTRA), the Export Voucher Program covers up to 70% of eligible expenses, including international shipping, logistics services, and overseas certification.⁵⁶ Recent program enhancements allocated vouchers totaling KRW 61.1 billion (USD 44.8 million) to 1,300 firms and introduced a partnership with national carrier HMM to secure dedicated shipping space for MSMEs during periods of constrained supply.⁵⁷ Complementing this, KOTRA's Overseas Joint Logistics Center service enables MSMEs without overseas distribution networks to access warehouse facilities operated by over 200 partner logistics providers across 84 countries, offering storage, packing, and delivery services.⁵⁸ Together, these measures reduce per-unit shipment costs, improve delivery reliability, and address logistics bottlenecks structurally rather than relying on subsidies alone. Taiwan could adapt this integrated model to strengthen MSMEs' export competitiveness in consumer electronics and home goods.

5.1.3. Strengthening MSME capabilities

Taiwan's current approach

Taiwan addresses capability barriers by providing digital training opportunities for MSMEs. A key initiative is Taiwan External Trade Development Council's (TAITRA) Digital Trade Academy, an e-learning platform launched in 2020 and delivered through the Taiwantrade portal, an online trade facilitation hub.⁵⁹ The platform offers courses and webinars that help MSMEs strengthen their export capabilities, including in areas such as online store setup, digital marketing, and cross-border fulfilment.⁶⁰ Reaching over 90% of exporters in Taiwan, it provides widespread access to critical skills for B2C e-commerce exports.⁶¹ Complementing these efforts,

⁵¹ Enterprise Europe Network (n.d.), "Embracing global markets." Available at: <https://een.ec.europa.eu/webinars/webinar-series-embracing-global-markets>

⁵² Enterprise Europe Network (2025), "Enterprise Europe Network." Available at: <https://een.ec.europa.eu/>

⁵³ MOEA (2025), "公告114年度「補助業界開發國際市場計畫」之受補助廠商名單(如附件)。” Available at: https://www.moea.gov.tw/MNS/populace/news/News.aspx?kind=2&menu_id=41&news_id=118151

⁵⁴ Industrial Development and Marketing Project Association (2024), "IMDP Official Website." Available at: <https://www.imdp.org.tw/index.php>

⁵⁵ Executive Yuan Taiwan (2025), "Premier Cho outlines nine key areas of support in response to U.S. tariff concerns." Available at: <https://english.ey.gov.tw/News/9E5540D592A5FECDD/3b19734a-5585-456d-9249-f2bf0cd19c8f>

⁵⁶ Invest Korea (2024), "Korea Govt's Export Voucher Program Benefits Over 1,000 SMEs." Available at: https://www.investkorea.org/ik-en/bbs/i-465/detail.do?ntt_sn=492866

⁵⁷ KOTRA (2025), "Investment News." Available at: https://www.investkorea.org/ik-en/bbs/i-465/detail.do?ntt_sn=492866

⁵⁸ Sources include: KOTRA (2025), "2025 해외공동물류센터사업." Available at: <https://www.kotra.or.kr/subList/20000020753/subhome/bizApplySelectBizMntInfoDetail.do?cpbizYn=N&dtlBizId=CBOTLS24112900000001>; KOTRA (n.d.), "Introduction of Overseas Logistics Network Service." Available at: https://aws-a.medias-ccifi.org/fileadmin/coree/user_upload/2_Introduction_of_Overseas_Logistics_Network_Service.pdf

⁵⁹ Taiwantrade (n.d.), "數位貿易學苑." Available at: <https://elearning.taiwantrade.com/Taiwantrade/allcourse>

⁶⁰ Sources include: Taiwantrade (n.d.), "數位貿易學苑." Available at: <https://elearning.taiwantrade.com/Taiwantrade/allcourse>; TAITRA (n.d.), "Taiwantrade." Available at: https://www.taitra.org.tw/en/News_Content.aspx?n=225&s=11952

⁶¹ TAITRA (n.d.), "Power Sourcing with Taiwantrade.com." Available at: https://www.taitra.org.tw/en/News_Content.aspx?n=300&s=96305

Amazon Global Selling has partnered with the Taipei Import and Export Association (IEAT) to develop the CEPT (Cross-border E-commerce Proficiency Test) training program, a free online course designed to build practical cross-border e-commerce capabilities in areas such as platform operations, data analytics, logistics management, and brand development.⁶² The program also offers a certification pathway to strengthen professional competencies and expand the pipeline of e-commerce talent.⁶³ Yet **83%** of consumer electronics MSMEs and **93%** of home goods MSMEs in Taiwan still report facing shortages in manpower, technical skills, and partnerships. As a result, **97%** of consumer electronics and home goods MSMEs indicated that dedicated online resources to learn about e-commerce exports would strengthen operational capabilities.

Exemplary initiative in New Zealand

New Zealand's **Business.govt.nz** (formerly Digital Boost) program provides online modules not only on commencing e-commerce exports, but also on export financing and risk management topics crucial to building export resilience.⁶⁴ Launched in 2020 by the Ministry of Business, Innovation and Employment (MBIE), the platform provides free, on-demand modules on various topics, including e-commerce setup, export requirements, accessing credit for exports, and managing risks such as intellectual property (IP) infringements and foreign exchange risks.⁶⁵ Export financing gaps are particularly prevalent among MSMEs, and these gaps, coupled with the various export risks, can preclude MSMEs from export participation and reduce export resilience.⁶⁶ Within its first year, the platform reached over 40,000 MSMEs, with 58% generating income online and 17% reporting revenue growth.⁶⁷ This approach highlights how Taiwan could complement its existing training initiatives by raising awareness and integrating financial and risk management modules, helping MSMEs overcome manpower and skills constraints and scale their e-commerce operations internationally.

5.1.4. Closing knowledge gaps

Taiwan's current approach

Taiwan addresses e-commerce export knowledge gaps through a range of initiatives, including information-sharing efforts and targeted bootcamps aimed at improving export readiness. In 2024, Taipei's Department of Economic Development, TAITRA, and Amazon Global Selling signed a memorandum of understanding (MOU) to deepen support for Taiwanese firms' global digital exports.⁶⁸ Building on an earlier cooperation agreement signed in 2018, the 2024 MOU formalizes joint efforts to provide seller training and access to e-commerce platform tools and resources, helping firms navigate e-commerce export processes.⁶⁹

Building on this framework, the partners launched the Cross-border E-commerce Bootcamp in 2025 in collaboration with Pinterest, pairing participating MSMEs with platform and marketing specialists to provide hands-on guidance on store setup, digital marketing, and cross-border operations.⁷⁰ Despite these efforts, limited knowledge of various aspects of exporting via e-commerce, such as managing online listings and customer service, remains a key constraint for consumer electronics MSMEs (**83%**) and home goods MSMEs (**92%**). Reflecting this gap, **94%** of MSMEs in Taiwan indicated that deeper government-industry partnerships would be effective in strengthening destination-specific knowledge and practical export execution.

Exemplary initiative in Japan

Japan External Trade Organization's (JETRO) collaboration with Amazon Japan through the Japan Store initiative embeds government support directly within e-commerce platforms, combining training with continuous, transaction-level export facilitation. Launched in 2017, the initiative enables MSMEs to access overseas customers seeking Japanese products through curated storefronts on Amazon's international marketplaces.⁷¹ As part of its support measures, the program assists MSMEs with targeted digital marketing to

⁶² CEPT (2025), "關於亞馬遜跨境電商營運課程." Available at: <https://cept.thinkific.com/pages/amazon>

⁶³ CEPT (2025), "關於亞馬遜跨境電商營運課程." Available at: <https://cept.thinkific.com/pages/amazon>

⁶⁴ Business.govt.nz (n.d.), "About us." Available at: <https://www.business.govt.nz/about-us>

⁶⁵ Sources include: New Zealand Ministry of Business, Innovation and Employment (2023), "Digital Boost Evaluation Research." Available at: <https://www.mbie.govt.nz/business-and-employment/business/support-for-business/better-for-business/research-and-reports/digital-boost-evaluation-research>; Business.govt.nz (n.d.), "About us." Available at: <https://www.business.govt.nz/about-us>; Business.govt.nz (n.d.), "Business.govt.nz (n.d.), "Exporting process and support." Available at: <https://www.business.govt.nz/business-stage-or-type/growing-your-business/exporting-process-and-support>

⁶⁶ WTO (2020), *Trade Digitalization and Financing: New Hope for MSMEs?*. Available at: https://www.wto.org/english/res_e/booksp_e/02_tradedigitalaltsmsmes_e.pdf

⁶⁷ Sources include: OECD Observatory of Public Sector Innovation (n.d.), "Digital Boost (Small Business Digital Enablement) Programme." Available at: <https://oecd-opsi.org/innovations/digital-boost-small-business-digital-enablement-programme/>; eCommerceNews New Zealand (2021), "40,000 NZ small businesses reap rewards of Digital Boost programme." Available at: <https://ecommercenews.co.nz/story/40-000-nz-small-businesses-reap-rewards-of-digital-boost-programme>

⁶⁸ Facebook (2024), "亞馬遜全球開店." Available at: <https://www.facebook.com/AmazonGlobalSellingTaiwan/posts/957564589736468>

⁶⁹ Sources include: Facebook (2024), "亞馬遜全球開店." Available at: <https://www.facebook.com/AmazonGlobalSellingTaiwan/posts/957564589736468>; Trade Insight (n.d.), "貿協與電商巨擘亞馬遜簽訂 MOU 助企業賣向全球." Available at: <https://www.trademag.org.tw/page/itemsd/?id=728244&no=49>

⁷⁰ Taiwantrade (n.d.), "2025 Taiwan Economic and Trade Network: Cross-border E-commerce Bootcamp." Available at: <https://info.taiwantrade.com/memberindex/ttcampus>

⁷¹ Amazon (2024), "Japan Store." Available at: https://sell.amazon.co.jp/en/grow/promotions/japan-store?ref_sdjp_grow_ags_js

boost e-commerce export sales.⁷² It also connects new exporters with Amazon Global Selling representatives to close knowledge gaps on topics like regulatory and tax compliance in export destinations.⁷³ In 2024, the initiative supported around 1,100 Japanese businesses with export revenue from the USA and UK growing by 15% since 2023.⁷⁴ In addition to operational training and product positioning, JETRO provides listing support, logistics facilitation, and analytics, helping MSMEs optimize export procedures.⁷⁵ Taiwan could adopt a similar approach to pair structured training support with direct marketplace access, allowing MSMEs to gain practical experience from domain experts, close knowledge gaps, and accelerate participation in B2C e-commerce exports.



⁷² Amazon (2024), “Japan Store.” Available at: https://sell.amazon.co.jp/en/grow/promotions/japan-store?ref_=sdjp_grow_ags_js

⁷³ Amazon (2024), “Japan Store.” Available at: https://sell.amazon.co.jp/en/grow/promotions/japan-store?ref_=sdjp_grow_ags_js

⁷⁴ Netshop (2025), “Amazonが英・米で展開する『JAPAN STORE』。日本事業者1100社が出品、売上高は15%増の9200万ドル。” Available at: <https://netshop.impress.co.jp/node/13897>

⁷⁵ JETRO (n.d.), “Helping Japanese SMEs Expand Their Businesses Overseas.” Available at: <https://www.jetro.go.jp/en/jetro/activities/business/>

6. The way forward

Taiwan stands at a pivotal moment to translate its manufacturing and design expertise into sustained global success through e-commerce exports. By focusing on practical capability-building, expanding access to logistics and fulfilment networks, deepening industry partnerships, and strengthening MSMEs' regulatory knowledge, Taiwan can enable consumer electronics and home goods MSMEs to compete more effectively in global exports. Aligning these efforts within an island-wide policy framework for B2C e-commerce will allow firms to reach global consumers more efficiently and strengthen Taiwan's export competitiveness. Powered by its technological capabilities and digital readiness, Taiwan is poised to deepen its leadership in consumer electronics and home goods exports in the years ahead.

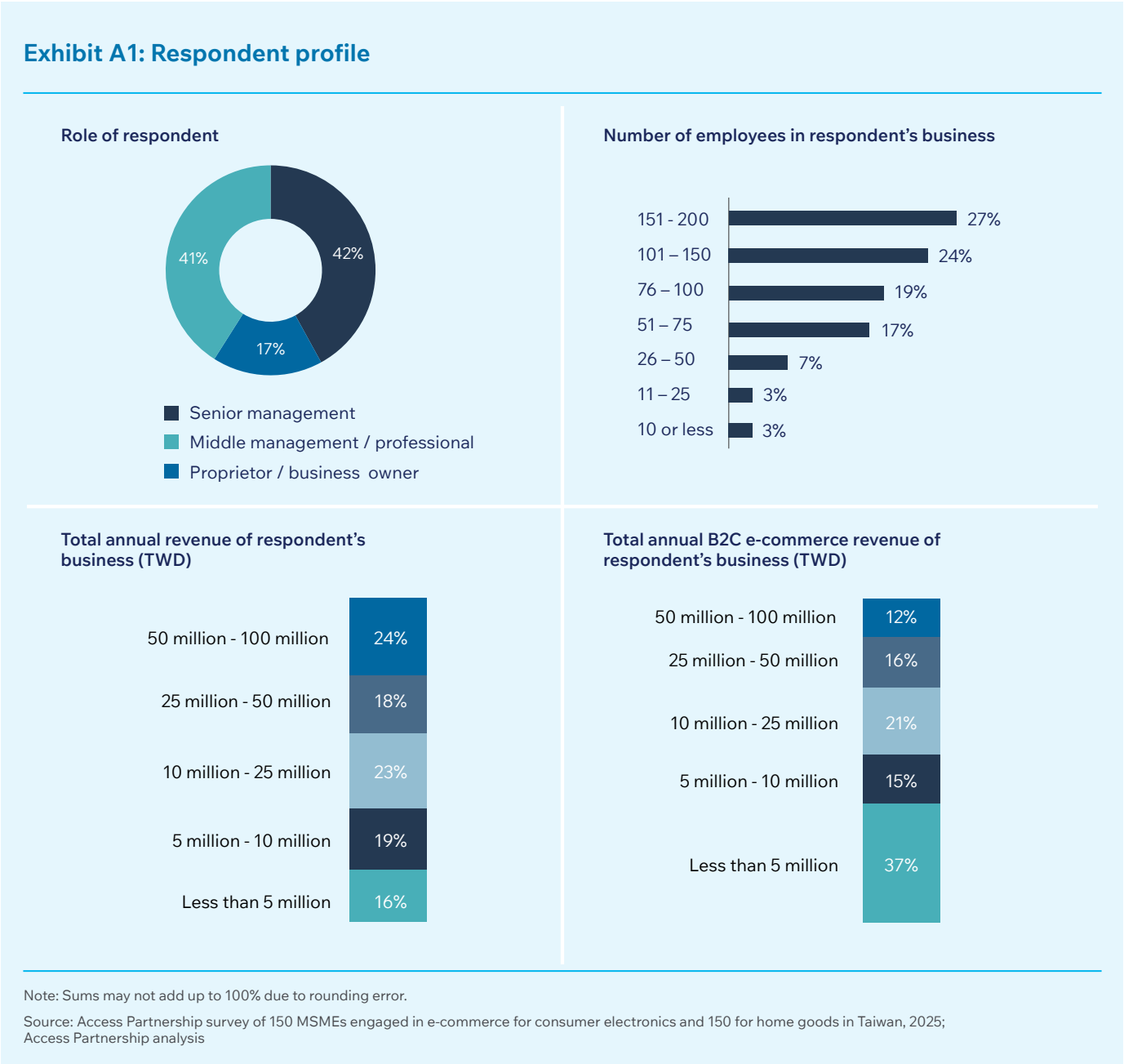


7. Appendix: Methodology and data sources

7.1. Access Partnership survey of MSMEs on e-commerce

Access Partnership conducted a survey of 150 MSMEs engaged in B2C e-commerce exports for consumer electronics and 150 MSMEs engaged in e-commerce for home goods in Taiwan in September 2025. The survey was designed to capture participation trends, key motivations, barriers, and desired policy solutions related to e-commerce exports.

The survey results are statistically significant at a 95% confidence level with a 6% margin of error, providing robust insights into how Taiwanese MSMEs are using e-commerce to export consumer electronics and home goods products.



7.2. Export value by product category in 2024 and 2029

The export revenue estimates for consumer electronics and home goods were developed using CEPII's BACI database at the Harmonized System (HS) 4 level.⁷⁶ The modelling followed three steps:

- Step 1: Taiwan's five-year export data (2019–2024) was tagged to assign products into categories such as “Consumer Electronics” and “Home Goods” to calculate each category's share of total exports.
- Step 2: The 2024 export revenue for each category was estimated using Taiwan's total annual export revenue and the share calculated in Step 1.
- Step 3: Projections for 2029 were made by applying the historical five-year compound annual growth rate (CAGR) from the 2019–2024 period to the 2024 revenue figure.

This approach produced the modelled estimates for the total export revenues of consumer electronics and home goods in 2024 and 2029.

7.3. Projected growth of e-commerce exports by product category from 2024 to 2029

Projected growth rates for B2C e-commerce exports of consumer electronics and home goods products were derived from Access Partnership's MSME survey, where respondents indicated their expected five-year growth in e-commerce export sales. The resulting category-level growth rates were validated against historical export trends to ensure that the results are realistic.

⁷⁶ CEPII (n.d.). “BACI.” Available at: https://www.cepii.fr/CEPII/en/bdd_modele/bdd_modele_item.asp?id=37

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