

Statistical Bulletin

(No. 18)



Department of Statistics, Ministry of Finance
October 29, 2026

Taiwan's mobile phone imports rose 23% in the first nine months of 2026, while laptop and tablet imports increased 6%, mainly reflecting higher unit values.

1. As technology advances, consumer electronics continue to evolve in functionality, specifications, and applications, while domestic demand shifts with product innovation and changing consumer preferences. Mobile phones serve a range of purposes, including communication, audio-visual entertainment, and access to digital services. They are also a major category of consumer imports in Taiwan. Their import value increased from US\$2.87 billion in 2020 to US\$3.44 billion in 2025, while annual imports remained at around 6 million units over the past four years. In January–September 2026, their import value reached US\$2.54 billion, up 23.0% year on year, while import quantity remained broadly unchanged at 3.85 million units. This indicates that the increase in import value was driven almost entirely by higher unit values. This may reflect factors such as new model launches and a higher share of premium models. Higher costs for memory and other components, amid supply pressures from AI-related demand, may also have contributed to the increase in unit values. Imports of laptops and tablets rose sharply in 2021 amid increased demand for remote work and learning during the COVID-19 pandemic, reaching a peak of US\$2.11 billion in 2022. In the first nine months of 2026, import value grew by 5.9% year on year, with higher unit values likely accounting for most of the increase.

Taiwan's Imports of Mobile Phones, Laptops and Tablets

	Mobile Phones (HS 851713, 851714)						Laptops and Tablets (HS 847130)					
	Value		Quantity		Unit Value		Value		Quantity		Unit Value	
	(US\$ Million)	Annual Change Rate (%)	(10,000 units)	Annual Change Rate (%)	(US\$ per unit)	Annual Change Rate (%)	(US\$ Million)	Annual Change Rate (%)	(10,000 units)	Annual Change Rate (%)	(US\$ per unit)	Annual Change Rate (%)
2020	2,874	-1.2	651	-16.6	441	18.5	1,306	12.5	240	10.4	545	1.9
2021	3,403	18.4	671	3.0	507	15.0	1,980	51.6	333	39.1	594	8.9
2022	3,191	-6.2	608	-9.3	524	3.3	2,107	6.4	380	13.9	555	-6.6
2023	3,277	2.7	587	-3.5	558	6.4	1,241	-41.1	241	-36.6	515	-7.1
2024	3,244	-1.0	596	1.6	544	-2.5	1,370	10.3	251	4.0	547	6.1
2025	3,444	6.2	578	-3.1	596	9.6	1,558	13.8	276	10.1	565	3.3
Jan.–Sep. 2026	2,540	23.0	385	0.03	659	23.0	1,267	5.9	210	0.4	604	5.5

2. Imports of TVs and monitors rose to US\$760 million in 2021 before trending downward, possibly reflecting the fading of pandemic-related demand and changes in home entertainment habits. However, imports rebounded with a 12.2% year-on-year increase in January–September 2026. Imports of headphones and earphones have remained between US\$259 million and US\$309 million annually since 2020, substantially above the level of under US\$100 million before 2017. This increase may be associated with the growing popularity of true wireless stereo (TWS) earbuds and the continued launch of new products by international brands. Imports rose 26.3% in the first nine months of 2026. Imports of loudspeakers have generally increased in recent years, apart from a decline in 2023, and rose 7.9% during the first nine months of 2026. Video game console imports have been more volatile, reflecting factors such as new product launches and inventory adjustments in the distribution channel. Imports fell 48.4% in the first nine months of 2026. In addition to the high base of comparison, price increases by console manufacturers in response to rising component costs may also have weighed on consumer demand.

Taiwan's Imports of Other Consumer Electronics¹

	TVs and Monitors ²		Headphones and Earphones (HS 851830)		Loudspeakers (HS 85182)		Video Game Consoles (HS 950450)	
	(US\$ Million)	Annual Change Rate (%)	(US\$ Million)	Annual Change Rate (%)	(US\$ Million)	Annual Change Rate (%)	(US\$ Million)	Annual Change Rate (%)
2020	529	13.0	305	40.0	81	14.8	308	98.9
2021	760	43.6	304	-0.5	104	28.5	243	-21.3
2022	664	-12.6	298	-2.1	117	12.8	223	-7.9
2023	559	-15.8	259	-12.9	107	-8.3	188	-16.0
2024	587	5.0	292	12.9	116	7.6	99	-47.5
2025	564	-4.0	309	5.9	125	8.1	258	162.4
Jan.–Sep. 2026	441	12.2	258	26.3	97	7.9	113	-48.4

Data Source: Customs Administration, Ministry of Finance.

Notes: 1. Selected consumer electronics products other than mobile phones, laptops and tablets.

2. HS codes 852859, 852872, and 852873.