

## **Paediatric Consumer Health in Taiwan**

Market Direction | 2022-10-07 | 25 pages | Euromonitor

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### **Report description:**

With COVID-19 believed to have less of an effect on children, growth in value sales of paediatric consumer health products was more limited than in many other categories of consumer health in 2020 and 2021. In addition, Taiwan's low birth rate limits volume sales as with fewer children in the country there are fewer sales opportunities. However, with the omicron variant of COVID-19 entering the country, and this thought to be the most contagious variant, parents were keen to raise the immunity o...

Euromonitor International's Paediatric Consumer Health in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Paediatric Consumer Health market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Paediatric consumer health continue to grow strong under the effects of COVID-19

KT&G enters paediatric health with children positioned ginseng products

Players invest more in the online space to drive awareness of paediatric products

#### PROSPECTS AND OPPORTUNITIES

Lower birth rate could lead to higher unit prices to drive revenue

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Vitamins and dietary supplements registration and classification  
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