

Vitamins in Taiwan

Market Direction | 2022-10-07 | 24 pages | Euromonitor

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Report description:

COVID-19 has been a boon for vitamins, as consumers have sought to boost their immune system to protect themselves from the worst effects of the virus. This has led to significant increases in the overall revenue of both single vitamins and multivitamins over the course of the pandemic. With the virus still in circulation in 2022, with this year having the highest number of daily cases, growth will continue in 2022.

Euromonitor International's Vitamins 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: Multivitamins, Single Vitamins.

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

Why buy this report?

- * Get a detailed picture of the Vitamins 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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VITAMINS IN TAIWAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamin consumption soar for raising immunity contributed by the pandemic

Specific health concerns trigger demand for specific vitamins in both single vitamins and multivitamins

GSK Consumer Healthcare maintains player lead whilst e-commerce continues to gain share in the distribution landscape

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