

## **Consumer Health in Taiwan**

Market Direction | 2023-10-30 | 102 pages | Euromonitor

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### **Report description:**

Consumer health in Taiwan has performed positively on the whole in 2023, with growth in total current value sales remaining robust and most categories either expanding in volume terms or contracting at a slower pace than in 2022. The easing of the pandemic has helped to lift demand for many product types, in that the resumption of normal routines has made people more prone to various illnesses. For instance, the need for analgesics, cough and cold remedies and digestive remedies has risen as hig...

Euromonitor International's 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the 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.

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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##### PROSPECTS AND OPPORTUNITIES

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