

## **Herbal/Traditional Products in Taiwan**

Market Direction | 2023-10-30 | 24 pages | Euromonitor

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### **Report description:**

Herbal/traditional products has continued to post robust growth in total current value sales in 2023, while all categories look set to record improved results in volume terms as compared to 2022. Buoyant demand is mainly explained by rising health-consciousness in Taiwan, which is making people more inclined to favour natural remedies for the treatment and prevention of minor illnesses. In particular, this behaviour is encouraged by increasing concerns about the potentially harmful side effects...

Euromonitor International's Herbal/Traditional Products 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: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

### **Why buy this report?**

- \* Get a detailed picture of the Herbal/Traditional Products 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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reliable information resources to help drive informed strategic planning.

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