

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.

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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Herbal/Traditional Products in Taiwan
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List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN TAIWAN

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing preference for natural remedies continues to drive demand

Herbal/traditional tonics remains the most dynamic category

Cerebos continues to lead a fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Producers expected to invest in scientific research to validate efficacy claims

Dietary supplements and tonics will continue to generate the bulk of sales

Penetration of e-commerce set to continue rising

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN TAIWAN

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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