

Weight Management and Wellbeing in Taiwan

Market Direction | 2023-10-30 | 23 pages | Euromonitor

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Report description:

Volume growth rates for all weight management and wellbeing categories in 2023 are set to surpass those recorded in 2022. The uptick is partly explained by the fact that many consumers in Taiwan gained weight during the recent period of lockdowns and home seclusion that resulted from the outbreak of COVID-19. Efforts to lose this excess weight quickly have since increased as people have returned to the office and started regularly socialising again following the easing of the pandemic and the en...

Euromonitor International's Weight Management and Wellbeing 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: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, Weight Loss 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 Weight Management and Wellbeing 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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Demand picks up as consumers attempt to lose weight gained early in the pandemic

Supplement nutrition drinks grows fastest in volume and current value terms

Well-established leaders face increasing threat from smaller competitors

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