

Dietary Supplements in Taiwan

Market Direction | 2024-10-10 | 28 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Demand for dietary supplements in Taiwan is set to continue to increase further in 2024. As with vitamins, demand has been buoyed by the growing adoption of more holistic and preventive attitudes to health, which are encouraging people to regularly consume these products to enhance general wellbeing, guard against specific diseases and obtain relief from chronic and recurring ailments. While varieties with immune support claims remain popular, the ageing population trend has strengthened interest...

Euromonitor International's Dietary Supplements 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary 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 Dietary Supplements 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Table of Contents:

Dietary Supplements in Taiwan
Euromonitor International
October 2024

List Of Contents And Tables

DIETARY SUPPLEMENTS IN TAIWAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise of internet economy generates more emerging brands and competition

Prevention of the "three highs" remains key contributor to rising demand

Rise of e-commerce and digital market leads to greater competition from emerging brands

PROSPECTS AND OPPORTUNITIES

Joint care will emerge as a key focus, supported by ageing population

Formats will become more diverse to fulfil consumer needs for convenience

Amendments to Food Safety and Sanitation Act should help to regulate marketing activities

CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2019-2024

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 3 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN TAIWAN

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
DISCLAIMER
DEFINITIONS
SOURCES
Summary 1 Research Sources

Dietary Supplements in Taiwan

Market Direction | 2024-10-10 | 28 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com