

Paediatric Consumer Health in Taiwan

October 2023

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Paediatric Consumer Health in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Paediatric consumer health still something of a niche area in Taiwan
Paediatric vitamins and dietary supplements remains the most dynamic performer
GSK Consumer Healthcare maintains its overall lead

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Declining birth rates will continue to limit innovation and growth potential
All-natural and clean label products expected to become more popular
Digital sales and marketing activities likely to be a focal point for investment

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