

Weight Management and Wellbeing in Taiwan

October 2023

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Weight Management and Wellbeing in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

Growing preference for natural weight loss methods likely to temper demand Interest in plant-based and clean label products will continue rising Competition in the digital sphere set to intensify

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DISCLAIMER

DEFINITIONS

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