

Cough, Cold and Allergy (Hay Fever) Remedies in Taiwan

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional products continue to gain popularity
Medicated confectionery is the most dynamic performer
Combination products remains the largest category in value terms

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Rising incidence and severity of allergies should lift demand for many product types
Cross-border purchases during visits to Japan will continue to limit growth potential
Adoption of health-oriented technologies will create new marketing opportunities

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