

# Dermatologicals in Taiwan

October 2023

Table of Contents

## Dermatologicals in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional options attract growing attention in dermatologicals  
Medicated shampoos is the strongest performer in volume and value growth terms  
Manufacturers develop products that better protect against environmental pollution

#### PROSPECTS AND OPPORTUNITIES

Reluctance to self-medicate for skin conditions will continue to subdue demand  
Population ageing expected to shape new product development activity  
More players likely to launch products with stronger SPF and UV protection

#### CATEGORY DATA

Table 1 - Sales of Dermatologicals by Category: Value 2018-2023  
Table 2 - Sales of Dermatologicals by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Dermatologicals: % Value 2019-2023  
Table 4 - LBN Brand Shares of Dermatologicals: % Value 2020-2023  
Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023  
Table 6 - Forecast Sales of Dermatologicals by Category: Value 2023-2028  
Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## Consumer Health in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 9 - Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023  
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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