Euromonitor International

Health and Wellness in Taiwan

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Health and Wellness in Taiwan

EXECUTIVE SUMMARY

The market responds positively to growing demand for healthier food and beverages

INDUSTRY PERFORMANCE

Rising health concerns push consumers towards more responsible purchasing decisions
Free from claims capture the interest of a growing audience

WHAT'S NEXT

Natural and functional claims set to play a central role in the health and wellness market

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HW Hot Drinks in Taiwan

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local consumers becoming more selective when it comes to their hot drinks

INDUSTRY PERFORMANCE

Consumers showing a willingness to invest in healthier hot drinks
Players lean into natural claims to attract health conscious locals
Increasing health awareness encourages consumers to reduce their caffeine intake

WHAT'S NEXT

Economic pressures unlikely to deter investment in healthier hot drinks
Natural claims set to play a central role in the future of hot drinks in Taiwan
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HW Soft Drinks in Taiwan

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2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Taiwan's soft drinks market shifting towards heathier options
Leading players steer towards no sugar offerings as health concerns grow
Natural claims resonate with locals

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Consumers making healthier snacks choices
No sugar claims increasing in popularity
More consumers looking to follow plant-based diets in Taiwan

WHAT'S NEXT

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INDUSTRY PERFORMANCE

High protein and plant-based claims thriving in Taiwan
Low fat claims tapping into the growing focus on healthy eating
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INDUSTRY PERFORMANCE

Health and safety concerns inform demand within cooking ingredients and meals
Consumers embrace the benefits of a vegetarian diet
High protein diets attract a growing audience of health and fitness enthusiasts

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increased health awareness informing new product development within staple foods

INDUSTRY PERFORMANCE

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The target audience for gluten free staple foods continues to expand
Rising concerns around weight management pushing demand for low sugar products

WHAT'S NEXT

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