



Euromonitor
International

Paediatric Consumer Health in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for paediatric vitamins and dietary supplements reflects evolving parental priorities
Haleon UK Services Ltd retains its lead while emerging brands challenge established leaders
Pharmacies remain the leading but declining distribution channel in paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to offset challenges in the context of record-low birth rates
Product innovation and palatability are set to drive consumer trust in paediatric dietary supplements
Travel trends are expected to sustain demand for child-friendly OTC medicines in portable formats

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Consumer Health in Taiwan - Industry Overview

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DISCLAIMER

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