



**Euromonitor
International**

Consumer Health in Taiwan, China

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Ageing society shifts demand toward prevention and convenience in Taiwan's consumer health

Trust and certification gaps reshape market as prevention and pharmacist-backed quality shifts demand

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Trust-driven innovation projected to reshape everyday health routines and growth

Personalised nutrition and sports solutions expected to drive premium growth

Chart 1 Forecast Value Sales 2021-2031

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Synmosa Biopharma's acquisition of Genuine Chemical Pharmaceutical builds diversified local production

Daiken's Belinamin dual-layer launch intensifies competition in vitamins and dietary supplements

Chart 1 Company Shares 2026

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