Euromonitor International

Dietary Supplements in Taiwan, China

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Super-aged demographic shifts demand from symptom treatment toward proactive prevention
Single ingredient supplements lead while combination formulas grow fastest through beauty blends
Chain pharmacies defend their role through pharmacist recommendations and exclusive formulations
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Scientific validation and transparent labelling will define the competitive landscape
Combination supplements will lead growth as convenient formats redefine engagement
Single ingredient supplements will retain lead as the largest through targeted efficacy
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Amway Taiwan leads fragmented landscape as national health food certifications anchor brand trust
Bora's Weider acquisition and Daiken's Belinamin launch show local innovation and strategic consolidation
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies retain trust as a popular channel as e-commerce accelerates among new users in Taiwan
Chain brands use AI and personalisation to win repeat buyers for dietary supplements in Taiwan

PRODUCTS

M2' Super Collagen Biotin Plus converges beauty, sleep and mood support
Daiken uses pharmacy-exclusive EX series to defend pharmacist-led sales against e-commerce pressure
Health Formula and Bora use digital agility and acquisitions to reshape a fragmented competitive landscape

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-taiwan-china/report.