Euromonitor International

Weight Management and Wellbeing in Taiwan, China

October 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Taiwan's super-aged society shifts demand toward muscle preservation and bioavailability transparency
Meal replacements evolve into daily lifestyle products as consumers favour sustainable nutrition
GLP-1 treatments reposition supplements to recovery partners as market shifts to sustainable health
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Medical solutions expected to drive demand for holistic and lifestyle nutrition within weight management
Supplement nutrition drinks projected to experience dynamic growth as consumer priorities mature
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Herbalife and Funcare sustain consumer loyalty through trust and certification
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Direct selling and e-commerce capture trust and repeat purchase in weight management and wellbeing
Chart 1 Retail Channels 2021-2026

PRODUCTS

Nisoro uses Metashield X Selenium Advanced Complex to position supplements as GLP-1 alternatives
Boscogen uses full amino acid transparency to win trust among older consumers and office workers
Ioh Bobo Drink uses spout-pouch shakes and local flavours to turn meal replacement into a daily habit

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

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- 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.
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/weight-management-and-wellbeing-in-taiwan-china/report.