Euromonitor International

Herbal/Traditional Products in Taiwan, China

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Prevention and wellness drive value growth as traditional sleep aids stagnate
Plant-based and clean-label innovation responds to vegetarian and flexitarian demand
Direct selling e-commerce disrupts established players in herbal/traditional products

WHAT'S NEXT?

Trust and scientific validation expected to outperform generic wellness claims
Single ingredient herbal dietary supplements to remain the largest and best performing
Clinically backed positioning and personalised formats will define the competitive landscape

COMPETITIVE LANDSCAPE

Cerebos sustains lead in a moderately concentrated landscape as new players gain ground

CHANNELS

Pharmacies and drugstores defend share as e-commerce surges for supplements

PRODUCTS

DHC uses Good Sleep Formula to bring Japan-exclusive sleep support to Taiwanese consumers
Veggie Care uses vegan lactobacillus capsules and celebrity endorsement to target office workers
Daiken Bio uses Premium DHA Algae Oil to extend fish oil line into the vegetarian segment

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