Euromonitor International

Cough, Cold and Allergy (Hay Fever) Remedies in Taiwan, China

November 2026

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Inflationary pricing and tariff shocks push cough, cold and allergy remedies towards growth
Combination remedies maintain value leadership as medicated confectionery accelerates
Regulatory tightening and counterfeit risks reshape consumer trust and brand strategy
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacy chains set to strengthen ties with leading brands to secure shelf space
Combination remedies will consolidate leadership as medicated confectionery accelerates
Clear labelling and safety claims to drive purchase decisions amid rising cost pressures
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Established brands maintain stable shares as NHI delisting reinforce pharmacy-led purchasing
Hi-Clearance's acquisition of Astar Chemical strengthens domestic production
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Pharmacies consolidate distribution lead as regulatory barriers persist
Retail e-commerce faces structural limitations amid consumer demand for trust
Chart 1 Retail Channels 2021-2026

PRODUCTS

Taisho and JPmed use pricing adjustments and private label launches to adapt to inflationary pressure
Pabron restrictions and counterfeit interception use regulatory tightening to shift demand
Hi-Clearance uses Astar acquisition to secure domestic supply resilience and reduce import reliance

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/cough-cold-and-allergy-hay-fever-remedies-in-taiwan-china/report.