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Consumer health in 2023: The big picture
2023 key trends
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Retailing developments
What next for consumer health?

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Analgesics in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Topical analgesics/anaesthetic category grows fastest in volume and value terms
Interest in herbal/traditional analgesics remains strong
Increasing focus on targeted pain relief continues to fuel segmentation

PROSPECTS AND OPPORTUNITIES
Population aging will ensure chronic pain management is a focal point for innovation
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Digital marketing activities expected to intensify

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KEY DATA FINDINGS

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Herbal/traditional products continue to dominate the category
Sentosa's Sleeping Beauty Plus remains the top brand as competition intensifies

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

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2023 DEVELOPMENTS
Herbal/traditional products continue to gain popularity
Medicated confectionery is the most dynamic performer
Combination products remains the largest category in value terms

PROSPECTS AND OPPORTUNITIES
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Dermatologicals in Taiwan

KEY DATA FINDINGS

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Medicated shampoos is the strongest performer in volume and value growth terms
Manufacturers develop products that better protect against environmental pollution

PROSPECTS AND OPPORTUNITIES
Reluctance to self-medicate for skin conditions will continue to subdue demand
Population ageing expected to shape new product development activity
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Digestive Remedies in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Growing adoption of preventive digestive health measures subdues overall demand
Digestive enzymes continue to gain popularity in Taiwan
Consumers show growing interest in herbal/traditional digestive remedies

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

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Consumers show growing interest in products with a natural positioning
Japanese brands Rohto and Santen continue to lead but see their value shares fall

PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

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State-subsidised alternatives inhibit use of NRT smoking cessation aids
GSK Consumer Healthcare and Johnson & Johnson still the clear leaders

PROSPECTS AND OPPORTUNITIES
Outlook for NRT smoking cessation aids remains negative
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Competitive landscape likely to remain highly consolidated

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Wound Care in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Demand picks up as consumers replenish supplies and resume normal routines
Increased hygiene concerns strengthen interest in more advanced product types
3M Taiwan Ltd continues to dominate wound care

PROSPECTS AND OPPORTUNITIES
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Innovation will be heavily influenced by population ageing
Sustainability credentials set to become a more important selling point

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Sports Nutrition in Taiwan

KEY DATA FINDINGS
2023 DEVELOPMENTS
Growing participation in sports and fitness activities continues to buoy demand
Protein/energy bars remains the fastest developing category in volume terms
Mars Inc maintains overall lead as competitive pressures increase

PROSPECTS AND OPPORTUNITIES
Level of new product development activity in sports nutrition set to remain high
E-Sports nutrition should create additional growth opportunities
E-commerce will continue to gain importance as a distribution channel

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KEY DATA FINDINGS

2023 DEVELOPMENTS
Growing adoption of holistic and preventive health measures boosts demand
Probiotic supplements shows the fastest growth in volume sales
Amway and other leading players lose ground as competition intensifies

PROSPECTS AND OPPORTUNITIES
Outlook remains bright but healthy eating trend may temper growth potential
Increasing consumer sophistication will fuel segmentation
E-commerce likely to make distribution gains at the expense of direct selling

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Vitamins in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS
Preventive health trend supports rising consumption of vitamins in Taiwan
Multivitamins continues to outperform single vitamins in volume growth terms
GSK Consumer Healthcare still the outright leader

PROSPECTS AND OPPORTUNITIES
Population aging will continue to boost demand and shape competitive strategies
Natural claims and health tourism could offer growth opportunities
E-commerce set to make further gains in vitamins distribution
KEY DATA FINDINGS

2023 DEVELOPMENTS
Demand picks up as consumers attempt to lose weight gained early in the pandemic
Supplement nutrition drinks grows fastest in volume and current value terms
Well-established leaders face increasing threat from smaller competitors

PROSPECTS AND OPPORTUNITIES
Growing preference for natural weight loss methods likely to temper demand
Interest in plant-based and clean label products will continue rising
Competition in the digital sphere set to intensify

KEY DATA FINDINGS

2023 DEVELOPMENTS
Increasing preference for natural remedies continues to drive demand
Herbal/traditional tonics remains the most dynamic category
Cerebos continues to lead a fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES
Producers expected to invest in scientific research to validate efficacy claims
Dietary supplements and tonics will continue to generate the bulk of sales
Penetration of e-commerce set to continue rising

Paediatric Consumer Health in Taiwan
KEY DATA FINDINGS

2023 DEVELOPMENTS
Paediatric consumer health still something of a niche area in Taiwan
Paediatric vitamins and dietary supplements remains the most dynamic performer
GSK Consumer Healthcare maintains its overall lead

PROSPECTS AND OPPORTUNITIES
Declining birth rates will continue to limit innovation and growth potential
All-natural and clean label products expected to become more popular
Digital sales and marketing activities likely to be a focal point for investment

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