

Paediatric Consumer Health in Taiwan

<https://marketpublishers.com/r/PFBDF306E59EN.html>

Date: October 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: PFBDF306E59EN

Abstracts

Paediatric consumer health remains underdeveloped in Taiwan, with just two categories – paediatric vitamins and dietary supplements and paediatric cough/cold remedies – registering measurable sales during the review period. This is mainly because most parents traditionally prefer to take their children to the doctor when they are ill, even for relatively minor ailments. This tendency is encouraged by the fact that professional medical consultations are easily accessible and affordable thanks to...

Euromonitor International's Paediatric Consumer Health in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Paediatric Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Paediatric Consumer Health in Taiwan
Euromonitor International
December 2023

LIST OF CONTENTS AND TABLES

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

CATEGORY DATA

Table 1 Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 2 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023
Table 4 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023
Table 5 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
Table 6 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN TAIWAN

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value

2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Paediatric Consumer Health in Taiwan

Product link: <https://marketpublishers.com/r/PFBDF306E59EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PFBDF306E59EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970