



Euromonitor
International

Herbal/Traditional Products in Taiwan

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional remedies gain ground due to an aging population and focus on preventive health

Leading players in herbal/traditional products focus on science-backed innovation and traditional wisdom

Direct selling leads while retail e-commerce gains ground in herbal/traditional products

PROSPECTS AND OPPORTUNITIES

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Scientific innovation enhances consumer trust in herbal/traditional products

There is set to be a rising interest in energy and mood-boosting herbal/traditional products

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