



# Paediatric Consumer Health in Taiwan

October 2025

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## Paediatric Consumer Health in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising demand for paediatric vitamins and dietary supplements reflects evolving parental priorities

Haleon UK Services Ltd retains its lead while emerging brands challenge established leaders

Pharmacies remain the leading but declining distribution channel in paediatric consumer health

#### PROSPECTS AND OPPORTUNITIES

Premiumisation is expected to offset challenges in the context of record-low birth rates

Product innovation and palatability are set to drive consumer trust in paediatric dietary supplements

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