



**Euromonitor
International**

Sports Nutrition in Taiwan

October 2025

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Sports Nutrition in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports nutrition thrives in Taiwan as health consciousness and youth fitness trends rise
Mars Inc leads sports nutrition amid rising competition and innovation
Retail e-commerce leads while health and personal care stores emerge as a growth driver

PROSPECTS AND OPPORTUNITIES

Sports nutrition in Taiwan is projected to grow amid demographic shifts and active lifestyles
Customisation, convenience, and flavour variety are set to drive deeper consumer engagement
Innovation in sports protein is set to target light users, weight management, and beauty-conscious consumers

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