



Euromonitor
International

Digestive Remedies in Taiwan

October 2025

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Digestive Remedies in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

An ageing population and modern lifestyles drive demand for digestive remedies

Hui Chun Tang retains its lead in digestive remedies while Kowa gains momentum with a natural positioning

Evolving consumer preferences drive a shift towards health and personal care stores in digestive remedies

PROSPECTS AND OPPORTUNITIES

Steady growth expected for digestive remedies, driven by the ageing population and natural wellness trends

Enzyme-based supplements are expected to gain traction over the forecast period

Gut health awareness will drive a preference for herbal and mild digestive remedies

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