



Health and Wellness in Taiwan

August 2024

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Health and Wellness in Taiwan

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Taiwan

KEY DATA FINDINGS

2023 DEVELOPMENTS

Instant tea slows down due to increasing consumer concern with health and wellness, while players work on updating their tea portfolios in line with current trends
Good source of vitamins is leading claim in 2023, and updated regulation impacts ingredients and labelling
Organic demand driven by desire to drink natural hot drinks, while plant-based variants gain ground

PROSPECTS AND OPPORTUNITIES

Natural shows promise in health and wellness hot drinks
No added sugar expected to grow due to weight and cardiovascular concerns
Growing demand for vegan products

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Brands launch low sugar, low calorie drinks but popularity of home-made drinks limits demand
No sugar is leading claim in health and wellness soft drinks
Concerns about weight boost low sugar soft drinks

PROSPECTS AND OPPORTUNITIES

Health and wellness to drive product innovation
No sugar offers potential in health and wellness soft drinks, with players in sports drinks and energy drinks set to focus on healthier positioning
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Vegetarian grows within health and wellness snacks as consumers reassess their diets

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Plant-based products a key trend in 2023

PROSPECTS AND OPPORTUNITIES

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2023 sees vegetarian as leading claim

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PROSPECTS AND OPPORTUNITIES

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Vegetarian leads health and wellness staple foods in 2023, while demand for plant-based options drops

Growth for low sugar staple foods in 2023

PROSPECTS AND OPPORTUNITIES

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