



Euromonitor  
International

# 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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#### 2023 DEVELOPMENTS

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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  
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2023 sees no sugar in the lead in health and wellness snacks

Vegetarian grows within health and wellness snacks as consumers reassess their diets

### PROSPECTS AND OPPORTUNITIES

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Low fat leads health and wellness dairy products and alternatives in 2023

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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