



Euromonitor
International

Dietary Supplements in Taiwan

October 2025

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Dietary Supplements in Taiwan - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Infrastructure, innovation, and wellness drive growth in dietary supplements

Amway Taiwan Co retains its lead while Synergy Taiwan Inc improves its share

Retail e-commerce leads distribution as players focus on strong content strategies and promotional deals

PROSPECTS AND OPPORTUNITIES

Strong accessibility is set to drive growth for dietary supplements across the forecast period

As gut health concerns rise, probiotic supplements will emerge as a key growth driver

Rising demand is set to drive innovation and growth in beauty and wellness dietary supplements

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