



Euromonitor
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Baby and Child-Specific Products in Taiwan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Desire for premium products supports category as birth rate falls
- Johnson & Johnson Taiwan Ltd retains leading position
- Pharmacies lead in the distribution of baby and child-specific products

PROSPECTS AND OPPORTUNITIES

- Desire for premium baby and child-specific products to support category growth
- Adult dermocosmetics brands are increasingly used for babies' skin
- Brands will extend benefits to include emotional wellbeing

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Beauty and Personal Care in Taiwan - Industry Overview

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DISCLAIMER

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