

## **Taiwan's consumption of health products tipped to surge by 10 pc**

TAIPEI: Taiwan's consumption of health products is expected to surge by 10 percent to NZ\$3.7 billion this year, the *China Times* reported.

Citing data from Nielsen, the *China Times* said that Taiwan and the US both ranked third in the world for the consumption of health products, with 56 percent of Taiwanese consumers using health products.

Nielsen research indicated that Taiwan's dietary supplement market reached NZ\$3 billion and NZ\$3.5 billion in 2008 and 2009 respectively, a 14 percent rise.

The (health products) market will grow at an average of 10 percent every year in the coming three years, the Taiwan Institute of Economic Research was reported as saying.

"The most popular product is vitamin B complex, followed by health products for joints and bones improvement, liquid essence for nutrition and energy boost, dietary supplements for liver protection and liquid drink for beauty," the *China Times* said.

"Factors that influence the growth in the consumption of health products are changes in life style; changes in eating habits; an increase in lifestyle diseases such as high blood pressure, diabetes, and the strong emphasis of preventive medicine in the local culture."

Source: *China Times*