

Taiwan forecast a steady rise in medical equipment in the pandemic era

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Taiwantrade, the biggest B2B portal site of Taiwan, has launched easy-to-navigate, COVID-19 related online showcases for foreign buyers to quickly source quality products from Taiwan.



Taiwan's latest manufacturing export statistics suggest, despite COVID-19 setbacks, Taiwan has performed exceptionally well during the pandemic because of the booming overseas demand for Taiwan-made goods. In January, export orders totaled \$52.72 billion, a record since February 2010.

In particular, manufacturers and companies of fitness equipment, healthcare products have found a unique niche during this time.

Medical Equipment and Health Products in 2021

Since the start of the pandemic, [Taiwantrade](#), the biggest B2B portal site of Taiwan, has launched easy-to-navigate, COVID-19 related online showcases for foreign buyers to quickly source quality products from Taiwan. The move has helped Taiwanese manufacturers, especially SMBs, gain greater visibility and trust during this global health crisis.

Reflecting Taiwan's quick response to COVID, Taiwantrade showcased two web exhibitions: Anti-Epidemic Showcase and Stay-At-Home Economy Showcase.

Taiwantrade's virtual spotlights on anti-epidemic products and home goods e-commerce platforms grew by 28%. The anti-epidemic exhibit saw a significant increase of 658%. The e-commerce's 'Stay-At-Home Economy' portal boosted top sales in air purifiers and health supplements.

In 2020, the top three products from the Anti-Epidemic showcase were medical face masks, surgical gloves, and forehead thermometers. The United States, India, and the Philippines were the countries that placed the most orders.

Taiwantrade predicts steady sales during the rest of the year of medical products such as face masks, medical gloves, injection supplies, protective gowns and hair coverings, and clinical diagnostic tools like thermometers and diagnostic reagents.