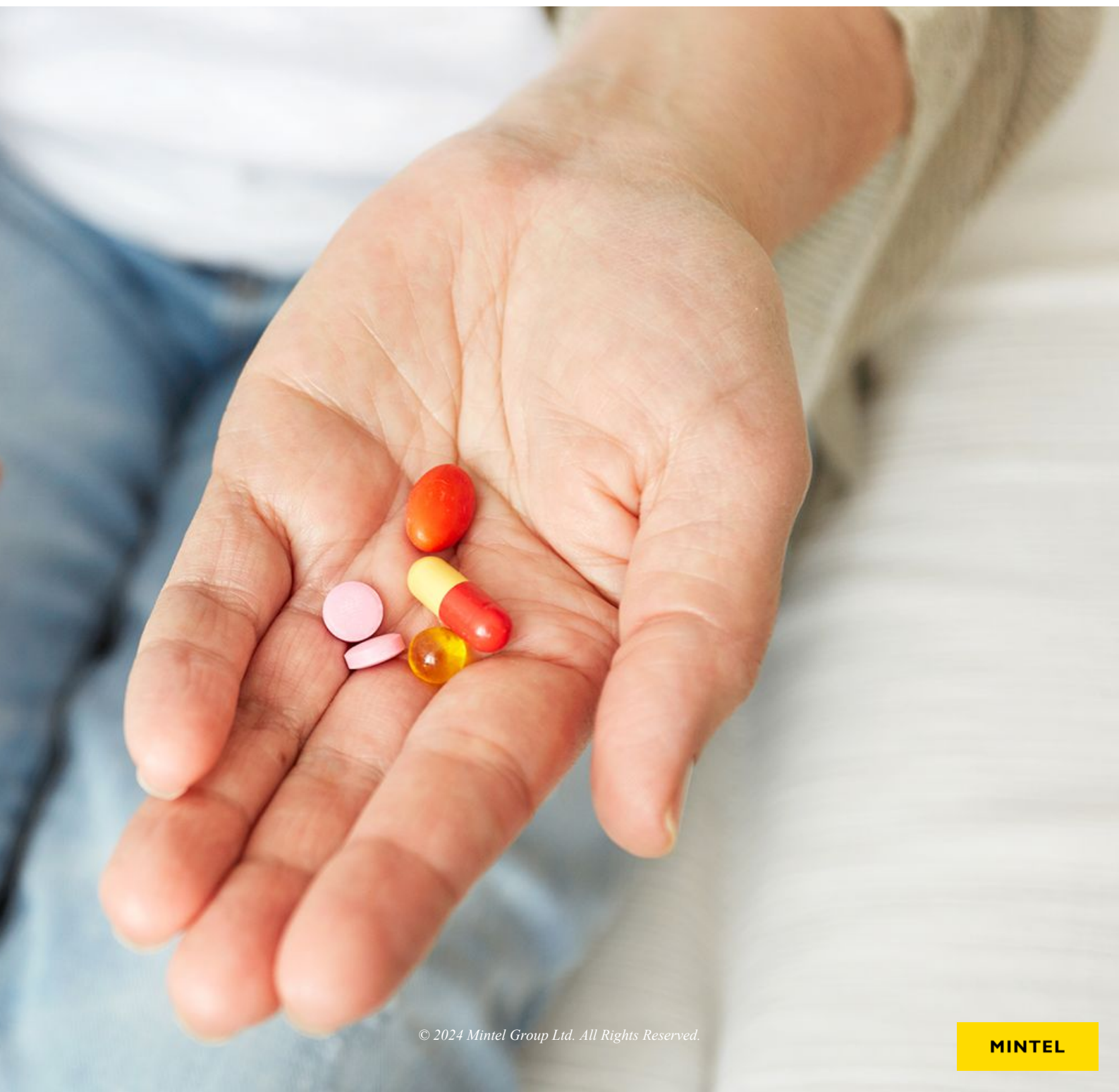


HEALTH SUPPLEMENTS – CHINA – 2023

Brands that strategically communicate foundational support for healthy living and scientific efficacy backed by credible partnerships and compliance will be best positioned to capture consumer demand amidst market fluctuations.



Rika Huang, Senior
Analyst, China Insights



Health Supplements - China - 2023

This report looks at the following areas:

- Retail market value of health supplements and key market factors influencing the health supplement market
- The competitive market landscape of leading players
- Innovative marketing activities and new product trends
- Usage penetration of different types of health supplements and reasons driving the usage
- Consumers' demand for specific nutrients
- Consumers' health management methods
- Female demand for health supplements

Overview

Emotional wellbeing ranked second among all the listed benefits females demand from health supplements, after qi/blood supplementing, reflecting the significance of inner harmony.

The increasingly conservative spending on health supplements highlights the need for brands to market health supplements as necessities, not luxuries. Brands need to emphasise how supplements support healthy habits to counteract problematic modern lifestyles consumers struggle to change.



Brands that strategically communicate foundational support for healthy living and scientific efficacy backed by credible partnerships and compliance will be best positioned to capture consumer demand amidst market fluctuations.

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Though multi-vitamins/minerals are popular, consumers' knowledge of scientific supplementation and bioavailability lags developed markets, signalling opportunities for education and collaboration with trusted health sources to raise awareness of targeted nutritional gaps.

Additionally, growing consumer trust in Blue Hat certification reinforces how regulatory compliance can enhance the perceived competitiveness and reliability despite fluctuating confidence.

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Report Content

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- Overview

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- Market factors

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