

Weight Loss and Health Supplements - China - September 2014

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“Weight loss and health supplements need to move away from the traditional dull, ‘drug’ feel image to improve their appeal to today’s consumers.”
– Lui Meng Chow, Research Analyst

This report looks at the following areas:

- Revitalising the image of weight loss products and health supplements
- Increasing weight loss and health supplement credibility and relevancy
- Seizing opportunities in the male market

Wider consumer education on obesity issues presents somewhat of a paradox for weight management products. Chinese consumers have started to recognise the importance of attaining and maintaining a healthy weight, through healthy diet, exercise, and other lifestyle changes, not the short-term quick-fix of weight loss supplements or other weight management offerings. Negative reports on weight management products further boosts the perception of dietary and fitness changes as healthier alternatives. This also triggers the shift in consumption towards gentler and more natural-based weight loss supplements instead of the fast, stronger chemical based OTC obesity drugs.

The recent tightening of regulations on health supplements and rapid entry of foreign health food, are bound to change the landscape of the market competition. International health supplements brands generally have greater advantages in terms of R&D capability and marketing. Nevertheless, there are also challenges hampering the development of imported health supplements. For instance, the traditional Chinese view on natural diet has a far-reaching impact on consumers.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Herbalife China

GNC Holdings, Inc.

NBTY Inc.

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By-health Co., Ltd.

Local companies

Shangdong Dong-E E-jiao Co., Ltd.

Guangdong LvShou Health Information Consulting Co., Ltd.

Besunyen Holdings Company Limited

Beijing CPT Co., Ltd.

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