

Weight Loss and Health Supplements - China - September 2016

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“Despite a big population of people diagnosed with overweight issues, the weight loss market in China only achieved moderate growth in 2015-16. The health supplement market grew faster by comparison, but still remains highly fragmented with fierce competition. There is no reason for brands to think this is an easy market, just because people want to pay anything for health.”

Ruyi Xu, Head of Research China

This report looks at the following areas:

- From weight loss to weight management
- Guiding choices is important
- Beauty supplements will become a key growth area

What you need to know

The weight loss market came back to moderate growth in 2014 and 2015, but faces challenges ahead as consumers prefer more natural ways to lose weight such as exercising and diet control. Brands need to adapt to their changing attitudes towards an ideal body shape by fitting into consumer’s lifestyles rather than changing them.

The health supplement market will be led by stronger growth in minerals and dietary supplements as consumers are looking for more diversified products to battle against different health issues. There is room for product innovation to make supplements look natural, tasty and fun to eat.

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DID YOU KNOW?

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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