

Health Supplements - China - November 2018

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“Parents have the intention to purchase health supplements for their children, especially probiotic supplements. Brands should develop a professional and international brand image to earn consumers’ trust, particularly since e-commerce is emerging. Enhancing product options and innovations is also important to attract consumers.”

– **Vicky Zhou, Research Analyst**

This report looks at the following areas:

- Opportunity for probiotic supplements
- The importance of online channels
- How can offline channels maintain consumers?

The health supplement market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 9.7% over 2018-23. The aging population, demand for children’s supplements, and the emergence of online channels are contributing to the market’s growth.

Consumers have higher usage of health supplements compared to 2017. Among them, probiotic supplements are especially welcomed by parents to purchase for their kids. In terms of purchase channels, while offline channels, particularly drugstores/pharmacies, are still dominating the market, online channels have shown more potential especially in reaching young consumers, due to the convenience and varieties of product choices.

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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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