

Health Supplements - China - October 2015

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“The health supplements market is forecast to grow at a steady pace thanks to the positive social economic environment. Further growth opportunity exists in answering the increasingly diverse consumer needs, ie health supplements are not just health-keeping measures, but also for living a better life.”
– Karen Liu, Senior Research Analyst

This report looks at the following areas:

- Making health supplements food-like
- An emerging trend that consumers are using supplements to fulfil the need of looking good
- Health supplements for senior people

An innate impression of health supplements is to keep people in a good health status, either as a curable or a preventative measure. The role of health supplements is evolving as consumers expect looking-good status from taking health supplements. For example, one out of five consumers purchase health supplements to improve skin conditions.

However, the drug-like feeling remains as the key barrier of consumers adopting health supplements. Instead, they would like to take lifestyle measures, such as doing exercises and taking a nutritional diet to keep healthy. Health supplements need to tone down the medical feeling for further growth. Moreover, manufacturers also need to position the value of health supplements as an integral part of a healthy lifestyle, which can work together with other lifestyle measures rather than replace them.

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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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The market value of health supplements reached nearly RMB 100 billion in 2014

Increasing health consciousness encourages further growth

Competition from other ways to stay healthy may hinder growth

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Health supplements market grows steadily

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