

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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Table of Contents

Overview

What you need to know

Definition

Figure 1: Definition of low/mid/high MHI groups, by city tier

Executive Summary

The market

Figure 2: Retail market value of health supplements, China, 2010-20

Figure 3: Retail value share of health supplements, by segment, China 2010-15

Companies and brands

Figure 4: Value share of top 10 companies in health supplements retail market, 2013 and 2014

The consumer

Consumers are not just taking health supplements to deal with current health issues

Figure 5: Current health status, June 2015

Senior people are core users of health supplements

Figure 6: Who health supplements were purchased for in the last 12 months, by age, June 2015

Consumers expect health supplements to make them look good

Figure 7: Purchase purpose for self/family, June 2015

Pharmacy/healthcare stores still dominate health supplements purchasing, but online is catching up

Figure 8: Purchase channel of health supplements, June 2015

Consumers are function-driven when purchasing online, but brand reputation matters for elderly males

Figure 9: Most used product search method, June 2015

Health supplements from overseas are perceived to offer a wider product range and higher quality at a good price

Figure 10: Attitudes towards buying health supplements from overseas, June 2015

What we think

Issues and Insights

Making health supplements food-like

The facts

The implications

Figure 11: Picture of Nin Jiom lozenge

An emerging trend that consumers are using supplements to fulfil the need of looking good

The facts

The implications

Health supplements for senior people

The facts

The implications

The Market – What You Need to Know

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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

Market Size and Forecast

Health supplements market grows steadily

Figure 12: Retail market value of health supplements, China, 2010-15

Health supplements market is forecast to grow at a CAGR of 7.9%

Figure 13: Retail market value of health supplements, China 2010-20

Market Factors

Government policy encourages promising future of health supplements

Newly amended legislation regulates the market

Urbanisation, an ageing population and concerns about the environment encourage consumers to take health supplements

But most consumers still prefer lifestyle improvements to taking supplements for wellness maintenance

The deep-rooted TCM philosophy is a double-edged sword

Market Segmentation

Dietary supplements market accounts for the highest value share but has the lowest CAGR

Figure 14: Retail market value of China health supplements market, by segment, 2010-15

Key Players – What You Need to Know

A more fragmented market resulting from diverse consumer needs

Key players are active in innovation to answer the evolving consumer needs

New product launches focus on alleviating drug-like concerns, but see more room for innovation on appealing benefits

Market Share

The market is fragmented as consumer needs are diverse

Figure 15: Value share of top 10 companies in health supplements market, 2013 and 2014*

Figure 16: Star products of top 10 companies

Foreign and domestic companies have different strengths

Competitive Strategies

Product innovation meets evolving consumer needs

Pfizer Inc.

Figure 17: Products of Centrum Pro Nutrient series, China

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

Figure 18: Pictures of E-jiao paste and E-jiao pastry

Unique brand positioning to differentiate from others

Amway Co., Ltd.

Yang Sheng Tang Pharmaceutical Co., Ltd.

Health supplements meeting internet

Figure 19: Tmall store of Twelve Skeps

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Who's Innovating?

New varieties surpass new product launches in 2015

Figure 20: Health supplements new product launches, by launch type, China, 2013-15

Botanical/Herbal claim sees a growing trend

Figure 21: Health supplements new product launches, by top 10 claims, China, 2013-15

Figure 22: Examples of health supplements launches with botanical/herbal claims, China

The market calls for more health supplements in food-like formats

Figure 23: Health supplements new product launches, by format, China, UK and US, 2013-15

Figure 24: Examples of health supplements launched in food-like format, global

Few products are being launched to answer consumers' evolving needs

Figure 25: Health supplements new product launches, by selected claims, China and global, 2013-15

Health supplements as sleeping aids

Figure 26: Examples of health supplements launches with sleep quality claims, global

To make you look good

Figure 27: Examples of health supplements launches with antioxidant claims, China and global

Figure 28: Examples of health supplements launches with beauty benefits claims, China and global

Figure 29: Examples of health supplements launches with energising claims, global

Room to develop health supplements for senior people

Figure 30: Health supplements for senior people (over-55s) new product launches, by top 10 claims, China, 2013-15 (Sept)

Figure 31: Examples of health supplements launches for over-55s with heart and brain benefit claims, global

The Consumer – What You Need to Know

Consumers are not just taking supplements to deal with current health issues

Consumers are using health supplements for improving sleep quality and heart/cardio health

Consumers expect health supplements to make them look good

Consumers perceive superiority of health supplements from overseas

Current Health Status

Over-40s are less confident about their overall health status

Figure 32: Current health status, June 2015

30% of consumers who are "very healthy" have also bought supplements for self-usage

Figure 33: Health supplements purchased "for myself" in the last 12 months, by current health status, June 2015

Who Health Supplements Were Purchased For

Consumers buy health supplements not just for themselves

Figure 34: Who health supplements were purchased for in the last 12 months, June 2015

Self-buyers of health supplements have high health consciousness

Figure 35: % of consumers who think they are "very healthy" or "healthy" and those who buy health supplements for themselves, by age and gender, June 2015

Purchase Purpose for Self/Family

Immunity improvement is still the primary reason for purchase...

Figure 36: Purchase purpose for self/family, June 2015

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...but health supplements are also used for other health benefits

Need to look good is the white space

Figure 37: Percentage of newly launched health supplements with selected claims, China, US and UK, 2012-14

Purchase Channel

Pharmacy/healthcare stores still dominate but online is catching up

Figure 38: Purchase channel of health supplements, June 2015

Overseas purchase attracts 25-39-year-olds with high income from tier one cities

Online Buying Behaviour

By target group and product function are the most common product searches

Figure 39: Most used product search method, June 2015

Males aged 30-49 are more likely to look directly for brand/product name

Consumers tend to buy popular products

Attitudes towards Health Supplements

Health supplements should be an integral part for people to achieve a healthy lifestyle

Figure 40: Attitudes towards health supplements, June 2015

Less doubt on product effectiveness, while drug image continues to hinder growth

Figure 41: Attitudes towards health supplements (continued), June 2015

Opportunities for health supplements to tap into the beauty market

Figure 42: Attitudes towards health supplements (continued), June 2015

Imported health supplements are perceived to offer a wider product range and be of higher quality

Figure 43: Attitudes towards health supplements (continued), June 2015

Buying health supplements from overseas is value for money

Figure 44: Attitudes towards health supplements (continued), June 2015

Meet the Mintropolitans

Mintropolitans use health supplements as a necessary step to manage health

Figure 45: Who health supplements were purchased for in the last 12 months, by consumer classification, June 2015

Mintropolitans seek more advanced benefits from health supplements

Figure 46: Purchase purpose for self/family, by consumer classification, June 2015

38% of Mintropolitans have bought from overseas compared to 19% among Non-MinT

Figure 47: Purchase channel, by consumer classification, June 2015

Figure 48: Attitudes towards health supplements (any agree), by consumer classification, June 2015

Appendix – Market Size and Forecast

Figure 49: China health supplements market, total retail value sales, by segment, 2010-20*

Appendix – Market Segmentation

Figure 50: Retail value sales of vitamins, China, 2010-20

Figure 51: Retail value sales of minerals, China, 2010-20

Figure 52: Retail value sales of dietary supplements, China, 2010-20

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Appendix – Methodology and Abbreviations

Methodology

Fan chart forecast

Mintropolitans

Why Mintropolitans?

Who are they?

Figure 53: Demographic profile of Mintropolitans vs Non-Mintropolitans, by gender, age and personal income

Figure 54: Demographic profile of Mintropolitans vs Non-Mintropolitans, by marital status, city tier and education level

Abbreviations

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