

Health Supplements - China - December 2020

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This report looks at the following areas:

This report covers the following:

- Usage penetration of major health supplement categories as well as reasons for taking them
- Consumers' preferences on health supplement product formats
- Consumers' awareness of ingredients related to edible beauty supplements
- Channels that consumers use to purchase health supplements
- How brands, companies and manufacturers might react to market opportunities and threats after the COVID-19 outbreak.

A higher proportion of consumers self-consumed health supplements compared to 2019, especially in the categories of minerals, vitamins and probiotics. Consumers' propensity to take health supplements for immune support and as a dietary complement bodes well for the on-going growth of the market where immunity management and healthy eating are highlighted in the wake of COVID-19.

However, the current marketplace lags behind in specific functional supplements that meet Chinese consumers' sophisticated needs (eg digestive health, heart/cardiovascular health, energy boosting and sleep improvement in particular). Furthermore, product offerings that chime with both Mintel's [Wellbeing](#) and [Experience](#) Trend Drivers, such as product formats delivering both nice mouthfeel and high effectiveness (eg drinking formats, TCM ingredients), and a combination of topical and ingestible solutions that work in synergy to enhance beauty, are still less tapped into. To further drive consumers' continued usage and product satisfaction and therefore increase their slice of the pie in the health supplement market, brands and manufacturers might need to seize such opportunities.



"Increasing health awareness and the corresponding investment in proactive healthcare will ensure the future growth of the health supplement market, particularly the subsegments trending in the time of COVID-19 (eg probiotics, vitamins)."

– Catherine Liu, Research Analyst

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