

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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Table of Contents

OVERVIEW

- **What you need to know**
- **Key issues covered in this Report**
- **Report scope**
- **Excluded**
- **Subgroup definition**

Figure 1: Definition of low/mid/high MHI groups, by monthly household income and city tier

EXECUTIVE SUMMARY

- **The market**
- **Increasing health awareness and investment drives market growth**
- **Future outlook considering the impact of COVID-19**
- **Companies and brands**
- **A long tail of others emerge due to entry of CPG brands and products using cutting-edge formulae**

Figure 2: Retail value sales forecast of the health supplement market (RMB bn), China, 2020-25

Figure 3: Short- medium- and long-term impact of COVID-19 on health supplement market, China, December 2020

Figure 4: Market share of leading companies in health supplement market, China, 2018-19

- **Investing in better transparency, targeting health-conscious experience seekers, and balancing mouthfeel and effectiveness**

- **The consumer**
- **Rising usage for self-consumption**

Figure 5: Usage of health supplements, August 2020

- **Immunity playing a leading role, and specific functional options worthy of attention**

Figure 6: Reasons for using health supplements, China, August 2020

- **Oral liquid receives overall great feedback in terms of format preferences**

Figure 7: Preference in format, China, August 2020

- **Demand for food-based formats that contain well-known edible beauty ingredients**

Figure 8: Awareness of edible beauty ingredients, China, August 2020

- **The gap between offline and online channels narrows**

Figure 9: Purchasing channels, China, 2020 vs 2018

What's included

Executive Summary

Full Report PDF

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- **Young consumers show stronger belief in the effectiveness of boiled TCM**

Figure 10: Attitude towards TCM, China, August 2020

- **Personalised supplements are welcomed by food-format seekers**

Figure 11: Attitude towards personalised supplements, China, August 2020

- **Beauty supplements are evolving towards being an overall health improvement tool**

Figure 12: Attitude towards beauty supplements, China, August 2020

- **What we think**

ISSUES AND INSIGHTS

- **Marketing TCM supplements to young consumers**

- **The facts**

- **The implications**

Figure 13: Examples of manufactures that leverage their TCM ingredients' transparency, China, 2019-20

Figure 14: Examples of brands that balance taste, effectiveness and interactivity in products using TCM ingredients, China, 2019-20

- **Adopting the edible beauty supplement trend in different ways**

- **The facts**

- **The implications**

Figure 15: Examples of skincare brands expanding their product offerings to include beauty supplements, Global, 2017-19

Figure 16: Examples of products leveraging the concept of "collagen booster", Global, 2020

Figure 17: Examples of food-based edible beauty products, China and Overseas, 2018-20

- **Using shot formats to convey effectiveness and better mouthfeel**

- **The facts**

- **The implications**

Figure 18: Examples of health supplements in drinking formats, Global, 2019

THE MARKET - WHAT YOU NEED TO KNOW

- **Increasing health awareness and investments drive market growth**

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Infographic Overview

Powerpoint Presentation

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- **Faster product registration for health food using special ingredients**
- **New e-commerce law creates market challenges for cross-border sales channels**
- **Future outlook considering the impact of COVID-19**

MARKET SIZE AND FORECAST

- **Increasing health awareness and investments drives market growth**

Figure 19: Retail value sales forecast of the health supplement market (RMB bn), China, 2020-25

- **Future outlook considering the impact of COVID-19**

Figure 20: Short- medium- and long-term impact of COVID-19 on health supplement market, China, December 2020

MARKET FACTORS

- **What's driving**
- **Growth of healthcare expenditure exceeds total consumer expenditure**
- **Growing demand from younger generations and less affluent consumers**
- **Faster product registration for health food using special ingredients**
- **Entry of big CPG manufacturers will drive health supplement product awareness**
- **What's challenging**
- **New e-commerce law creates market challenges for cross-border supplement brands**
- **Tightening regulations for offline drugstore channels**

MARKET SEGMENTATION

- **Dietary supplements gaining share**

Figure 21: Retail value sales share of health supplements, by market segments, China, 2015-20 (est)

- **Vitamins**

Figure 22: Retail value sales forecast of vitamin segment (RMB bn), China, 2020-25

- **Minerals**

Figure 23: Retail value sales forecast of mineral segment (RMB bn), China, 2020-25

- **Dietary supplements**

Figure 24: Retail value sales forecast of dietary supplement segment (RMB bn), China, 2020-25

What's included

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Full Report PDF

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Interactive Databook

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KEY PLAYERS – WHAT YOU NEED TO KNOW

- **A long tail of others emerge due to entry of big CPG brands**
- **Direct selling companies building on better transparency**
- **Engaging with younger consumers**
- **Targeting sub-health issues**
- **Balancing better mouthfeel and effectiveness in supplement formats**
- **Personalised supplements appeal**

MARKET SHARE

- **Who's doing well?**
- **By-Health doing well by building brand awareness**
- **Brands using emerging ingredients and traditional CPG brands enter the game, giving rise to a long tail of others**
Figure 25: Health supplement products developed by Yili and Wonderlab, China, 2019-20
- **Who's struggling?**
- **Direct selling and Dong-E-E-Jiao are losing share**
Figure 26: Market share of leading companies in health supplement market, China, 2018-19

COMPETITIVE STRATEGIES

- **Direct selling companies building better transparency**
Figure 27: Infinitus and Amway promoting transparent production processes, China, 2020
- **Engaging with younger consumers**
Figure 28: Examples of product innovations and marketing activities targeting younger consumers, China, 2020
- **Targeting sub-health issues**
Figure 29: Supplement brands that leverage precise marketing, China, 2019-20
- **By-Health: turning health experts into KOLs**

TRENDS AND INNOVATIONS

- **Immunity worthy of attention**
Figure 30: Examples of Immunity claimed supplements featuring both Western and botanical/fermented ingredients, China and Overseas, 2019
- **Address specific functional needs**
Figure 31: Examples of supplement products targeting stress relieving, eyesight improvement and weight management, Global, 2020
- **Balancing better mouthfeel and effectiveness in supplement formats**

What's included

Executive Summary

Full Report PDF

Infographic Overview

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Interactive Databook

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Figure 32: Examples of supplement products that highlight both good mouthfeel and effectiveness, Global, 2020

- **New methods of TCM consumption by leveraging on-the-go and better mouthfeel**

Figure 33: Infinitus's Yang Gu Jian branded TCM supplements, China, 2020

- **Beauty supplements tailoring to specific ages**

Figure 34: Fancil's supplements for men and women tailored to their age, Japan, 2020

- **Personalised supplements appeal**

Figure 35: Examples of supplement products blending with personal health tests, China and Overseas, 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Rising usage for self-consumption**
- **Huge gaps between functions sought after and related new product launches**
- **Oral liquid receives great feedback in terms of format preferences**
- **Embracing a combination of Western and Chinese ingredients to improve beauty**
- **The gap between offline and online channels narrows**
- **Younger people have stronger belief in boiled TCM**
- **Personalised supplements are more welcomed by food format enthusiasts**

USAGE OF HEALTH SUPPLEMENTS

- **Self-consumption dominates**
Figure 36: Usage of health supplements, August 2020
- **Females are key demographic for supplements**
Figure 37: Self-usage of select supplements, by gender and age, August 2020
- **Consumers aged 18-24 are catching up in self-consumption of selected health supplements**
Figure 38: Self-usage of select supplements, by age, China, August 2020
- **Vitamins and dietary supplements for tier one while minerals for lower tier city consumers with children**
Figure 39: Usage of select supplements amongst children, China, August 2020

REASONS FOR USING HEALTH SUPPLEMENTS

- **Immunity improvement and dietary complement purposes stand out**

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Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 40: Reasons for using health supplements, China, August 2020

- **Gaps between new product launches and perceived reasons for using supplements**

Figure 41: Gaps between health supplement launches with selected functions and consumers' reasons for using supplements, China, 2020

- **Not just for consumers of high income**

Figure 42: Reasons for using select health supplements, by monthly household income, China, August 2020

- **Multivitamins are multi-functional while single vitamins and Western dietary supplements for specific needs**

Figure 43: Self-usage of select supplements, by select reasons for using health supplements, China, August 2020

PREFERENCE IN FORMAT

- **Oral liquid receives great feedback in terms of format preferences**

Figure 44: Preference in format, China, August 2020

- **Unprocessed medicinal materials and granule formats may fit special usage occasions**

Figure 45: Product format innovations targeting weight management and eye health, China and Germany, 2020

- **Females and males have distinct preferences in formats (gummies and shots)**

Figure 46: Preference on gummy and shot formats, by gender, China, August 2020

AWARENESS OF EDIBLE BEAUTY INGREDIENTS

- **Embracing a combination of Western and Chinese ingredients**

Figure 47: Awareness of edible beauty ingredients, China, August 2020

- **Females are well-rounded and males are specific**

Figure 48: Awareness of select edible beauty ingredients, by gender, China, August 2020

- **Young consumers aged 18-29 embrace melatonin and grape seeds' effectiveness**

- **A desire for food-based beauty supplements using widely-known beauty ingredients**

Figure 49: Attitudes towards food format health supplements, by select awareness of edible beauty ingredients, China, August 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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PURCHASING CHANNELS

- **The gap between offline and online channels narrows**
Figure 50: Purchasing channels, China, 2020 vs 2018
- **Consumers going for omnichannel services**
Figure 51: Select purchasing channels, by age, China, August 2020
- **Multiple channels to purchase direct selling branded products are desired**
Figure 52: Select purchasing channels, by consumers who have bought health supplements from direct selling, China, August 2020
- **Different purchasing channels for distinct product types**
Figure 53: Self-usage of select supplements, by select purchasing channels, China, August 2020
- **Supermarkets of imported products and direct selling appeal to high earners**
Figure 54: Select purchasing channels, by monthly household income, China, August 2020

ATTITUDES TOWARDS HEALTH SUPPLEMENTS

- **Young consumers aged 18-29 show stronger belief in the effectiveness of boiled TCM**
Figure 55: Attitude towards TCM, China, August 2020
Figure 56: Attitude towards TCM, by age, China, August 2020
- **Personalised supplements are more welcomed by "food therapy" enthusiasts**
Figure 57: Attitude towards personalised supplements, China, August 2020
Figure 58: Attitude towards personalised supplements, by attitude towards supplements made into food formats, China, August 2020
- **Although beauty supplements are welcomed at all life stages, males have slight concerns**
Figure 59: Attitude towards beauty supplements, China, August 2020
Figure 60: Attitudes towards beauty supplements, China, by gender, August 2020

MEET THE MINTROPOLITANS

- **Craving more personalised supplements**
Figure 61: Attitude towards personalised supplements, by consumer classification, China, August 2020
- **Seeking better offline store experience when it comes to retailer choices**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 62: Purchasing channels, by consumer classification, China, August 2020

APPENDIX – MARKET SIZE AND FORECAST

Figure 63: Retail value sales of the baby nutrition market (RMB bn), China, 2015-25

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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