

Health Supplements - China - November 2017

Report Price: £3005.20 | \$3990.00 | €3425.02

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“Growth in the health supplements market in China shows real promise, as health has never been more important to consumers. Consumers start to take supplements as a preventive measure, resulting in higher usage frequency.”

– Cheryl Ni, Research Analyst: Food & Drink

This report looks at the following areas:

- Relevant claims and intriguing forms of beauty supplements tailor-made for Chinese consumers
- Potential of de-stressing supplements
- Creating active image of seniors and using more common ingredients

The health supplements market in China will continue to grow in value, because the competition between local and foreign brands will push further innovation and product upgrade. Demographic changes in recent years may also affect the dynamics of the category – companies should look into the needs of different age groups – seniors and women in particular.

Consumers are gradually accepting the idea that taking health supplements as a preventative measure rather than a cure. As consumers are getting familiar with niche products, it may not be enough for imported brands to merely copy what they offer to other markets directly to the Chinese market.

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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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