

Dietary Supplements in China

Market Direction | 2023-09-21 | 24 pages | Euromonitor

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Report description:

Dietary supplements is expected to register robust growth in China in 2023, after the easing of COVID-19-related restrictions. The surge in COVID-19 cases since the lifting of restrictions in late December 2022 brought health products such a dietary supplements to consumers' attention. The "fourth meal" idea, which refers to taking vitamins and dietary supplements daily as the "fourth meal", has gained traction amongst Chinese consumers, especially the younger generation, whilst the older genera...

Euromonitor International's Dietary Supplements in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Dietary Supplements market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Table of Contents:

Dietary Supplements in China
Euromonitor International
September 2023

List Of Contents And Tables

DIETARY SUPPLEMENTS IN CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

"Fourth meal" becomes a new choice for Chinese consumers in their pursuit of health

COVID-19-related dietary supplements usher in sales surges for specific categories

Glucosamine sees a decline due to intensified competition

PROSPECTS AND OPPORTUNITIES

Fast-paced lifestyles will accelerate the growth of liver health products

Nurturing health gaining traction amongst younger consumers

CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2018-2023

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 3 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN CHINA

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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DEFINITIONS

SOURCES

Summary 1 Research Sources

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