

## **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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