

## **Consumer Health in Hong Kong, China**

Market Direction | 2024-02-07 | 115 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

Post-pandemic 2023 saw lifted restrictions lead to the return of tourists to Hong Kong and a rebound in tourism consumption, particularly for OTC products. Mainland Chinese tourists, who were once a key consumer group for these products, began to visit again, boosting demand.

Euromonitor International's Consumer Health in Hong Kong, 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

CONSUMER HEALTH IN HONG KONG, 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 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 □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

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Reopened border spurs surge in demand for analgesic remedies

Topical analgesics/anaesthetic records dynamic growth thanks to Chinese tourists

Accelerated growth of e-commerce drives analgesics sales

PROSPECTS AND OPPORTUNITIES

Topical analgesics/anaesthetic set to see robust rises over the forecast period

NSAIDs set to fall from pandemic peak as consumers prioritise safety

Fortune Pharmacal to benefit from boosted reputation thanks to pandemic-era efforts

CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

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

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Spike in influenza sustains strong growth for cough and cold remedies

Herbal/traditional products continues to rise

E-commerce continues to increase its distribution penetration

PROSPECTS AND OPPORTUNITIES

Growth of cough remedies and pharyngeal preparations set to slow

Rising consumer awareness of allergies offers growth potential for antihistamines/ allergy remedies

Tourist spending to support recovery in the longer term

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Lifted restrictions improve demand for digestive remedies

Motion sickness remedies and diarrhoeal remedies rise as international travel resumes

Weisen-U celebrates anniversary with campaign focused on innovative tablet

PROSPECTS AND OPPORTUNITIES

Rise in demand for natural digestive remedies as consumers seek gentle and holistic solutions

Expanding market for digestive remedies driven by changing lifestyles and increasing awareness of digestive health

Growing online presence, despite limited share

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN HONG KONG, CHINA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair loss treatment and medicated shampoo continue to rise

Medicated eczema remedies face continuous competition from dermocosmetics and local brands

Nappy (diaper) rash treatments enjoys solid growth amid low birth rates

PROSPECTS AND OPPORTUNITIES

Nappy (diaper) rash treatments to drive overall growth

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Herbal and natural remedies may limit overall category progress  
Health and personal care stores expected to maintain edge over e-commerce

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023  
Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023  
Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023  
Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023  
Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023  
Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028  
Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

#### NRT SMOKING CESSATION AIDS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Decline in smokers slows category growth in 2023  
Offline retail remains key distribution channel for impulse purchases  
NRT patches maintains its leading position in terms of growth in 2023

##### PROSPECTS AND OPPORTUNITIES

Sluggish outlook thanks to persistently declining smoking population  
Brands expected to reduce investment, leading to possible price hikes  
Dominance of large pharmaceutical companies set to continue

#### CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023  
Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023  
Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023  
Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023  
Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028  
Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

#### SLEEP AIDS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Sleep aids as stress relief solutions prompts rising demand for mental health-oriented products  
Herbal/traditional sleep aids continues to rise thanks to trust in traditional Chinese medicine  
Long Covid symptoms still impacting demand for sleep aids

##### PROSPECTS AND OPPORTUNITIES

Sleep aids set to gain further ground  
Rising popularity for holistic alternatives as substitutes for sleep aids  
Sleep apps likely to help consumers and challenge demand for sleep aids

#### CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023  
Table 45 Sales of Sleep Aids: % Value Growth 2018-2023  
Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023  
Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023  
Table 48 Forecast Sales of Sleep Aids: Value 2023-2028  
Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

#### EYE CARE IN HONG KONG, CHINA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Digital eye strains support sustained demand for eye care products in 2023

Rohto maintains leadership of standard eye care

Players expand into eye care supplements

### PROSPECTS AND OPPORTUNITIES

Stable growth forecast with sales supported by digital eye strain

New product development to focus on tailored formulation for young children

Eye drops prove increasingly popular with contact lens wearers

### CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## WOUND CARE IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sales in wound care return to pre-pandemic patterns

Matsumoto Kiyoshi's expansion in Hong Kong boosts Japanese brands

Comfort and flexibility define quality for wound care

#### PROSPECTS AND OPPORTUNITIES

On-demand nature of wound care products undermines online momentum

Rising Japanese brands to impact wound care's competitive landscape

Impulse purchases to be key growth driver

#### CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## VITAMINS IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing emphasis on preventative health measures drives significant increase in vitamins sales

Vitamin tonics gain momentum as natural alternatives

Japanese drugstore Matsumoto Kiyoshi enters Hong Kong

#### PROSPECTS AND OPPORTUNITIES

Vitamins and tonics set for continued growth amid rising health awareness and increasing competition

E-commerce sales will rise further as retailers adapt to evolving consumer preferences

Personalisation in vitamins expected to see intensifying interest

#### CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## DIETARY SUPPLEMENTS IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Beauty converges with women's supplements

Mental health moves to the fore

Probiotic supplements continues to gain traction

### PROSPECTS AND OPPORTUNITIES

Dietary supplements faces challenges to future growth

Rising stress levels will support future sales in mental health supplements

Long COVID symptoms to push demand of VDS

### CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## WEIGHT MANAGEMENT AND WELLBEING IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Korean weight management brands gain traction

Natural ingredients continue to attract consumer attention

Consumers remain focused on weight control as health awareness rises

### PROSPECTS AND OPPORTUNITIES

Shift towards healthier diets set to stifle overall category growth

Declining birth rates and ageing population will support sales of supplement nutrition drinks

E-commerce set to see further growth in weight management and wellbeing

### CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## SPORTS NUTRITION IN HONG KONG, CHINA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports nutrition sees continued growth in 2023

Consumers shift online in search of value for money and convenience

New product launches stimulate interest

### PROSPECTS AND OPPORTUNITIES

Affordable sustainability will remain a challenge

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Plant-based protein powder on the rise

Increasing accessibility of functional packaged food

#### CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

#### HERBAL/TRADITIONAL PRODUCTS IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Consumer health brands continuously invest in herbal/traditional products

Herbal/traditional products benefit from long COVID

Tourist recovery drives market growth

##### PROSPECTS AND OPPORTUNITIES

Retail to see accelerated digitalisation and personalisation trends

Brands will focus on targeting younger customer base

Future innovation from partnerships with local universities

#### CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

#### PAEDIATRIC CONSUMER HEALTH IN HONG KONG, CHINA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Paediatric cough, cold and allergy remedies sees rises in response to lifted restrictions

Health and personal care stores remain preferred channel for paediatric product purchases

Paediatric skin problems create demand for nappy (diaper) rash treatments

##### PROSPECTS AND OPPORTUNITIES

Paediatric vitamins and dietary supplements set to enjoy continued strong growth despite declining birth rate

Expanding herbal/traditional offering for children

Future growth to benefit from recovery in travel and tourism

#### CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Consumer Health in Hong Kong, China

Market Direction | 2024-02-07 | 115 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com