

Dietary Supplements in China

Market Direction | 2024-09-18 | 25 pages | Euromonitor

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Report description:

Following high growth in 2023, the first year after the lifting of pandemic restrictions, the retail current value growth rate for dietary supplements in China is expected to slow down in 2024, below the review period CAGR, as a counterbalance to the previous year's surge. After the end of the zero-COVID policy in 2023, consumers, driven by fear and heightened self-awareness, purchased large quantities of dietary supplements, which has, to some extent, dampened consumption in 2024 due to the use...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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.

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DIETARY SUPPLEMENTS IN CHINA

KEY DATA FINDINGS

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Dietary supplements returns to slower growth after the 2023 peak
The distribution channel landscape remains stable, with retail e-commerce leading growth
Liver health is a rising positioning, while others related to overall wellness also perform well

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