

TMO GROUP PRESENTS

# CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market  
November 2021 Edition

FREE VERSION



TMO Group  
探 谋 网 络 科 技

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**FREE VERSION CONTENT**   **PREMIUM VERSION ADDITIONAL CONTENT**

# PRESENTED BY



## Foreword

It's been just over a year and half since the outbreak of the COVID pandemic in March 2020, which was also the time when TMO launched the first edition of the China Cross-Border Health Supplements Data Pack. As a consequence of the pandemic, the consumption of health products has seen a large upswing.

Products that can enhance immunity, replenish physical strength are no longer popular just among the older generation, the younger generation are also flocking to them in their droves. The products with beautifying effects are popular among them.

As these consumer behaviors have become more popular, we have observed changes in the structure of product data from Taobao's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket). If previously classification was ingredient-based (such as Vitamin A,B,C), it has now shifted to a consumer-centered one, reflecting usage scenarios. For example, Vitamin C is now classified as Immunity Boosting Supplements, and Vitamin K is classified as a supplement for bone and joint health.

We believe these changes come from platforms' pursuit to improve user experience, cater to customers' needs. On a platform like Tmall, users mainly rely on website search to find the products. As most of the ingredients are names of specific medical substances and elements - ordinary users are not likely to remember or use them. Conversely, organizing a catalogue based on users' needs can trigger deeper and more meaningful interaction with the website, increasing the chance of successful purchase and future repurchase.

Going from October's data pack, we've adopted a similar approach to analyze the health supplements data. We are sure it will eventually lead to a more profound understanding of the market, its trends and customers' behavior and purchasing habits.

Note:

This report was produced wholly by TMO Group, based on desktop research, interviews with industry figures, market research, expert analysis, and other methods by a team of eCommerce experts at TMO Group. This report is only to be used as a reference by relevant readers, and TMO Group does not assume any substantial legal responsibility for the precise reliability of the data reproduced or opinions expressed herein.

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This report focuses on the online market, with the goal of helping eCommerce companies that wish to enter China's cross-border health supplement market or overseas healthcare companies that have already begun eCommerce activities in China but wish to gain further insights on the industry, including sales patterns and growth in the domestic market, new consumption trends, and changes in consumer demand. This report touches on the competitiveness of different brands, product types, and products that contain certain ingredients, to further facilitate this.

Alibaba platforms such as Taobao were used as the data focus when researching this report. Sales data from Tmall, Taobao, Tmall Supermarket, and Tmall Global was extracted and referenced here. The data comes from Alibaba's "Food -> Health Food -> Overseas Health Supplements" subcategory in particular. This data was examined from multiple angles, including market size, best-selling individual products, fastest-growing individual products, product characteristics, top-ranking brands, and consumer search trends.

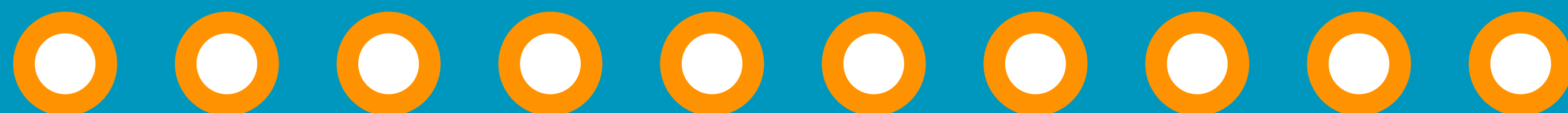
If you have more specific data research or information requirements, please reach out and [Contact Us](#).

# TMO's Monthly Health Supplements Data Pack Series

Starting in March 2020, each month TMO compiles data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Health Supplements both domestically and across borders. This data is presented in a form that's easier for English-speaking overseas companies and individuals to approach, with an array of charts and tables as well as translated terms.

To download previous months' data packs, click on the relevant month below or visit our data pack download page at <https://www.tmogroup.asia/downloads/category/data-pack/>

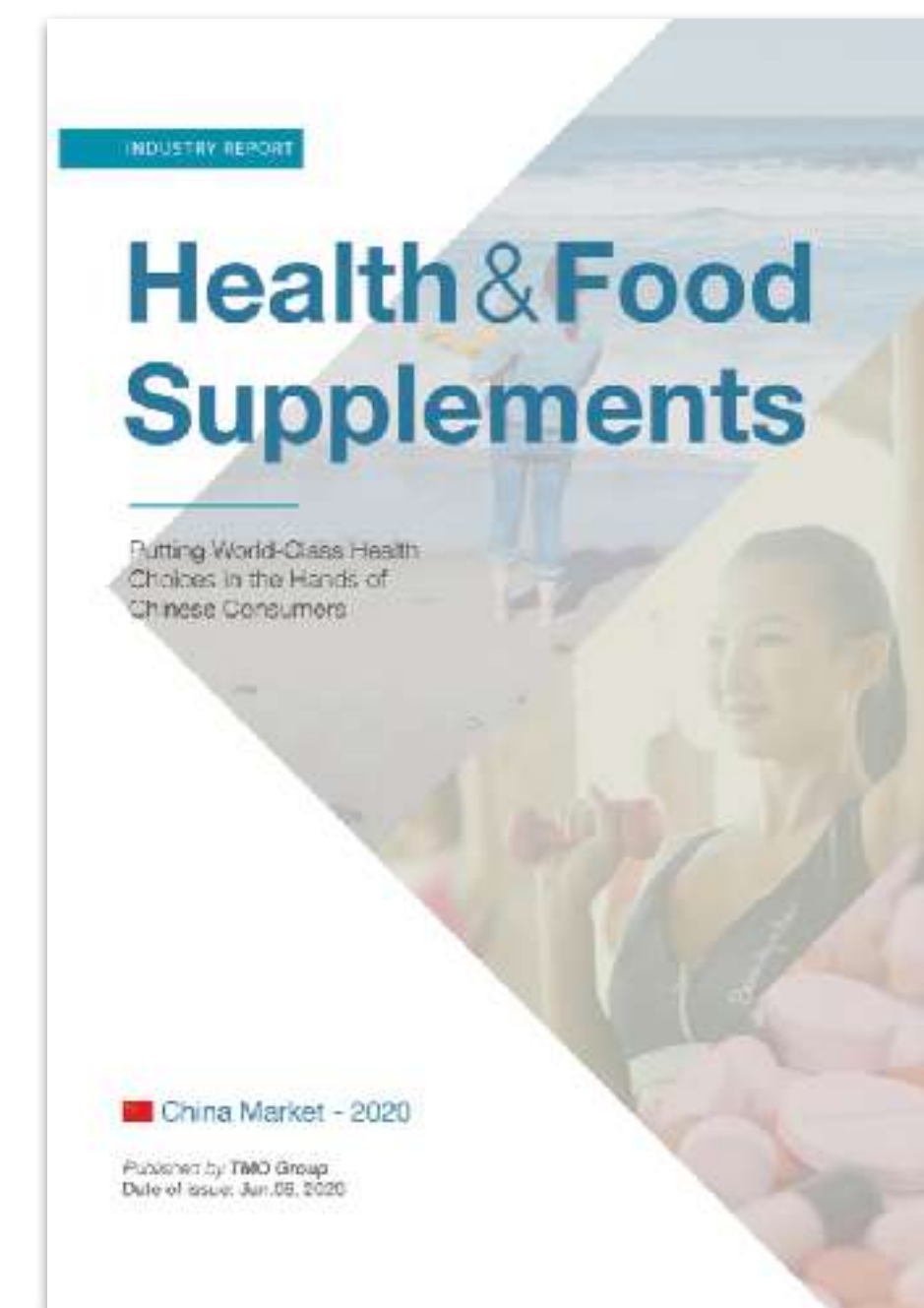
[Jan.](#) [Feb.](#) [Mar.](#) [Apr.](#) [May](#) [Jun.](#) [July](#) [Aug.](#) [Sep.](#) [Oct.](#)



2021



## Also by TMO Group:



### TMO's 2020 Health & Food Supplements Industry Report

This free, in-depth industry report covers all the major bases for overseas companies looking to sell health and food supplements (such as vitamin tablets, diet pills, or protein powders) to China, an exciting market for these types of products.

For more TMO guides and reports, visit <https://www.tmogroup.asia/resources/>

# OVERSEAS FOOD & SUPPLEMENT MARKET

November 2021

Brands: 2727

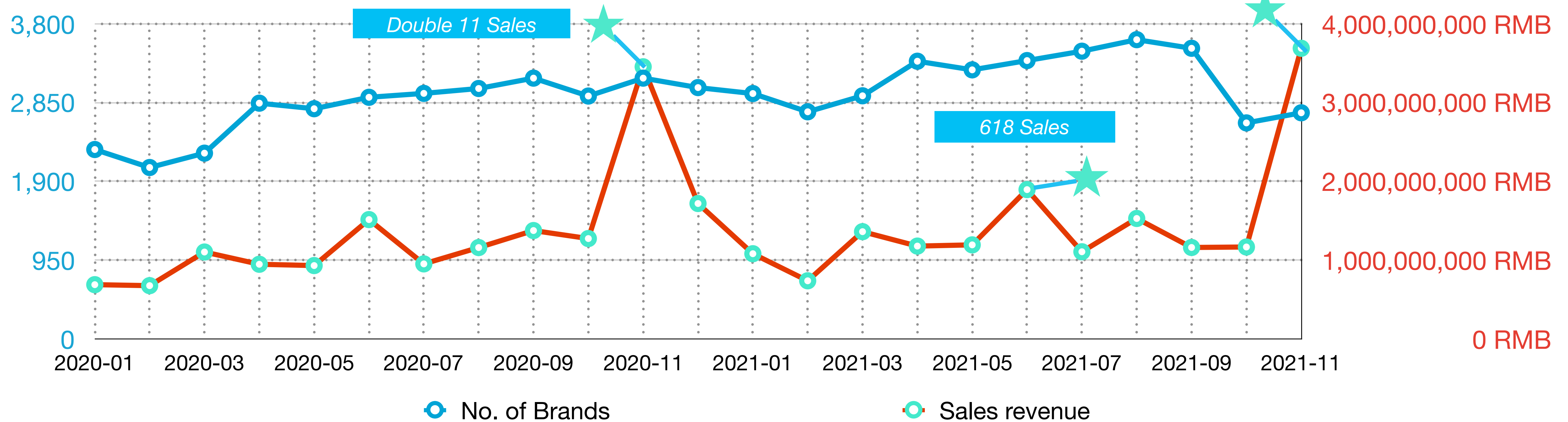
Sales volume: 14,769,787

SKUs online: 72078

Sales revenue: 3,689,541,206 RMB

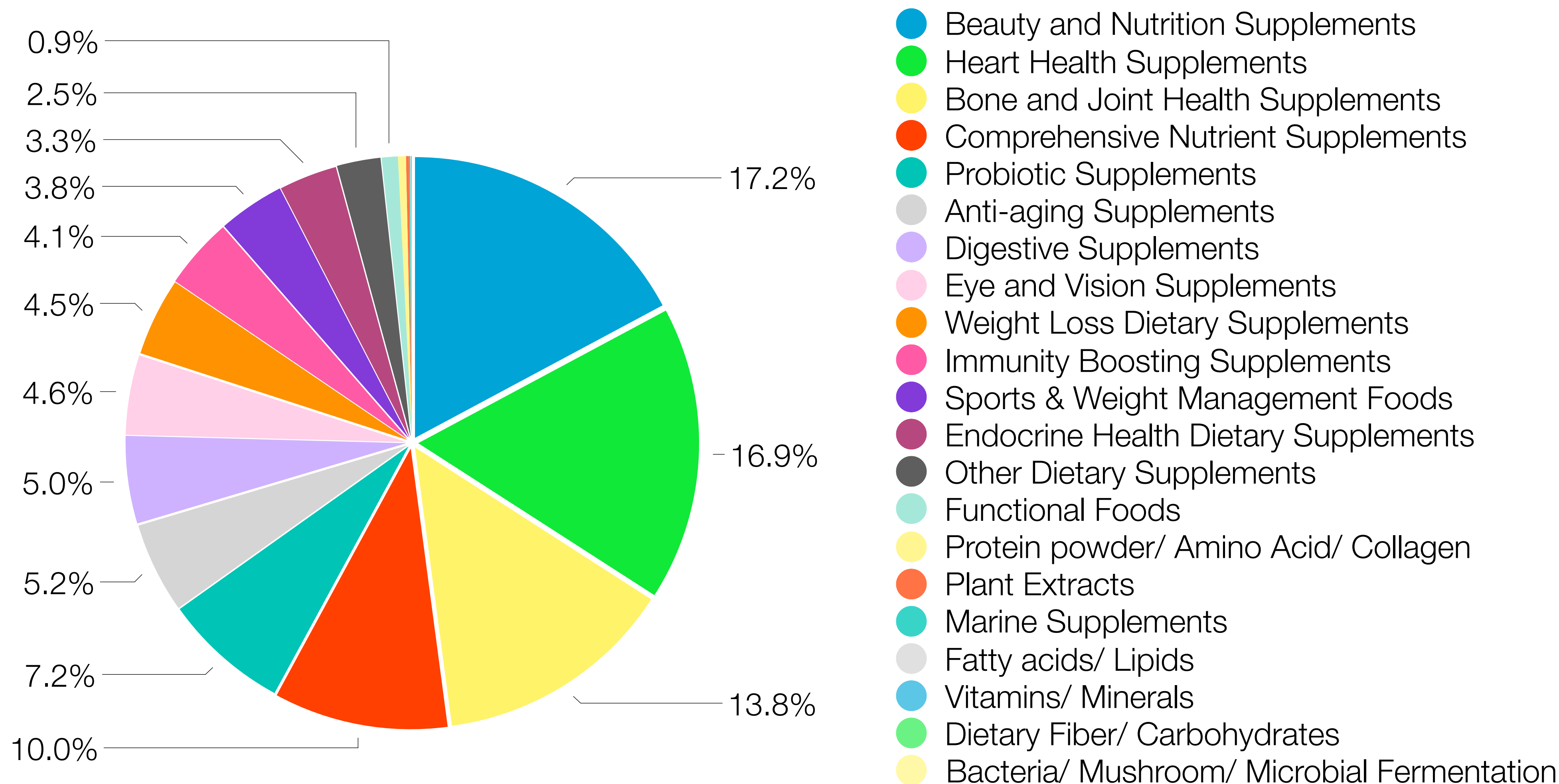
Stores: 2443

Historical data 2020.01 - 2021.11



\* Data was collected at beginning of November 2021, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

# SUB-CATEGORY MARKET SHARE



# TOP 5 BEST-SELLING PRODUCTS

## NO. 1

月神女性益生菌 口服胶囊女性护理 乳酸杆菌3盒起购

Product: Probiotics

Brand: priciness luna

Listed price: 298 RMB

Avg. transaction price: 202.78 RMB

Sales revenue: 32,013,162 RMB

Sales volume: 157,869

## NO. 2

Swisse 斯维诗娘娘钙柠檬酸钙补钙 孕妇钙片150片成人维生素孕期

Product: Calcium

Brand: Swisse

Listed price: 399 RMB

Avg. transaction price: 105.85 RMB

Sales revenue: 9,628,008 RMB

Sales volume: 90,955

## NO. 3

[热巴同款]Swisse斯维诗奶蓟草片120粒 加班熬夜应酬护常备肝片

Product: Thistle

Brand: Swisse

Listed price: 298 RMB

Avg. transaction price: 180.32 RMB

Sales revenue: 12,237,175 RMB

Sales volume: 67,862

## NO. 4

Swisse澳洲进口钙片维生素DVD150粒 补钙易吸收中老年成人孕妇钙片

Product: Calcium

Brand: Swisse

Listed price: 199 RMB

Avg. transaction price: 88.7 RMB

Sales revenue: 5,974,016 RMB

Sales volume: 67,349

## NO. 5

美国进口 Schiff Move Free益节 氨糖维骨力MSM软骨素绿盒120粒\*3

Product: Glucosamine

Brand: Move Free

Listed price: 569 RMB

Avg. transaction price: 454.62 RMB

Sales revenue: 30,605,330 RMB

Sales volume: 67,320

# TOP 5 BEST-SELLING PRODUCTS



## NO. 1

月神女性益生菌 口服胶囊女性护理 乳酸杆菌3盒起购

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Product: Glucosamine

Brand: Move Free

Listed price: 569 RMB

Avg. transaction price: 454.62 RMB

Sales revenue: 30,605,330 RMB

Sales volume: 67,320

## NO. 3

【预售】基因港NMN12000genad+艾沐茵β烟酰胺单核苷酸礼盒三瓶装

Product: NAD+ precursor

Brand: geneharbor

Listed price: 5299 RMB

Avg. transaction price: 4462 RMB

Sales revenue: 27,615,331 RMB

Sales volume: 6,189

## NO. 4

美国进口 Schiff Move Free益节氨糖 维骨力 软骨素红瓶200粒\*3

Product: Glucosamine

Brand: Move Free

Listed price: 749 RMB

Avg. transaction price: 589.44 RMB

Sales revenue: 23,176,191 RMB

Sales volume: 39,319

## NO. 5

热巴同款Swisse斯维诗奶蓟草120粒 \*2瓶熬夜必备护肝片

Product: Thistle

Brand: Swisse

Listed price: 596 RMB

Avg. transaction price: 341.87 RMB

Sales revenue: 21,157,435 RMB

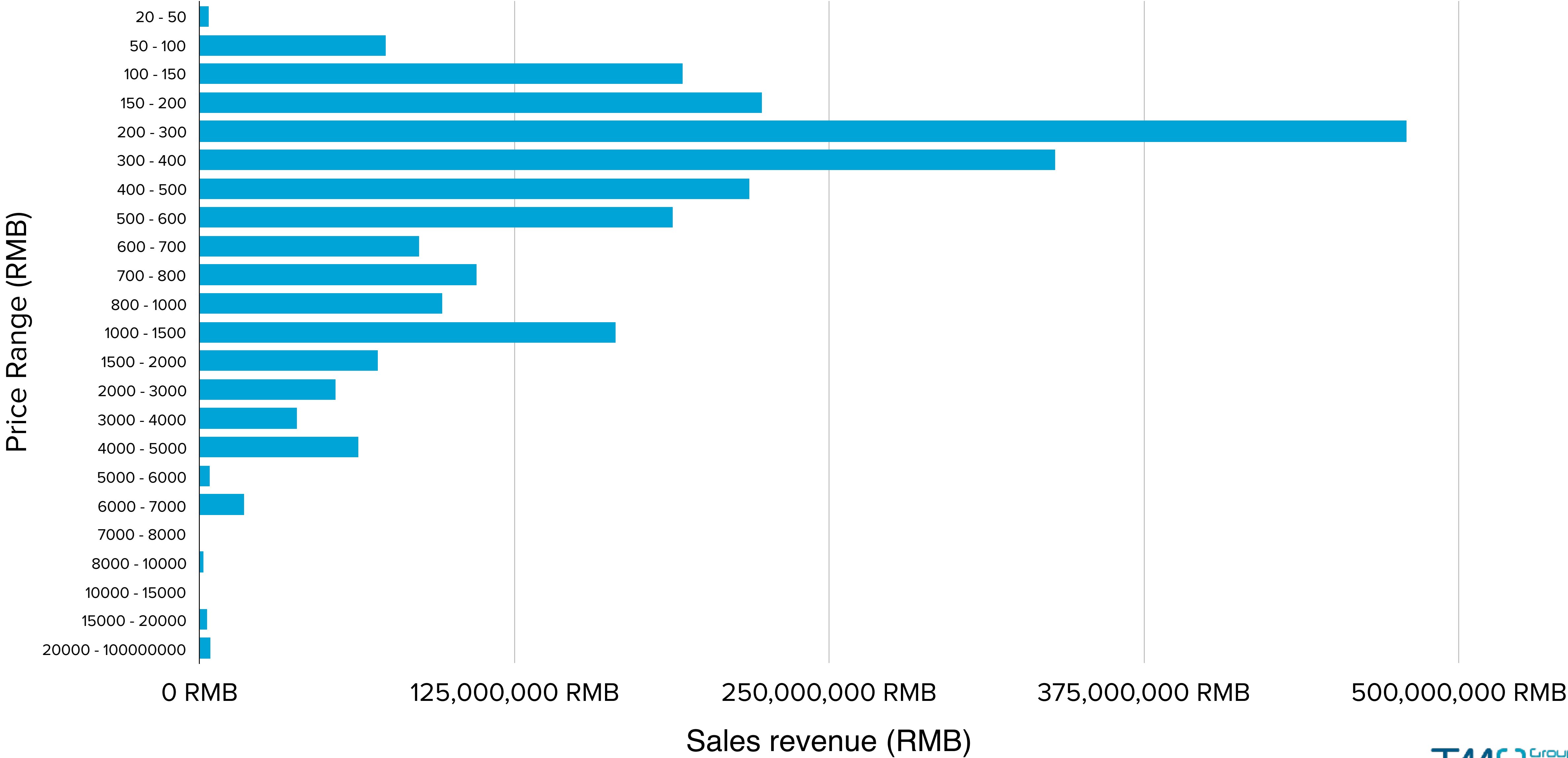
Sales volume: 61,887



# BEST-SELLING PRODUCTS (#6-15)

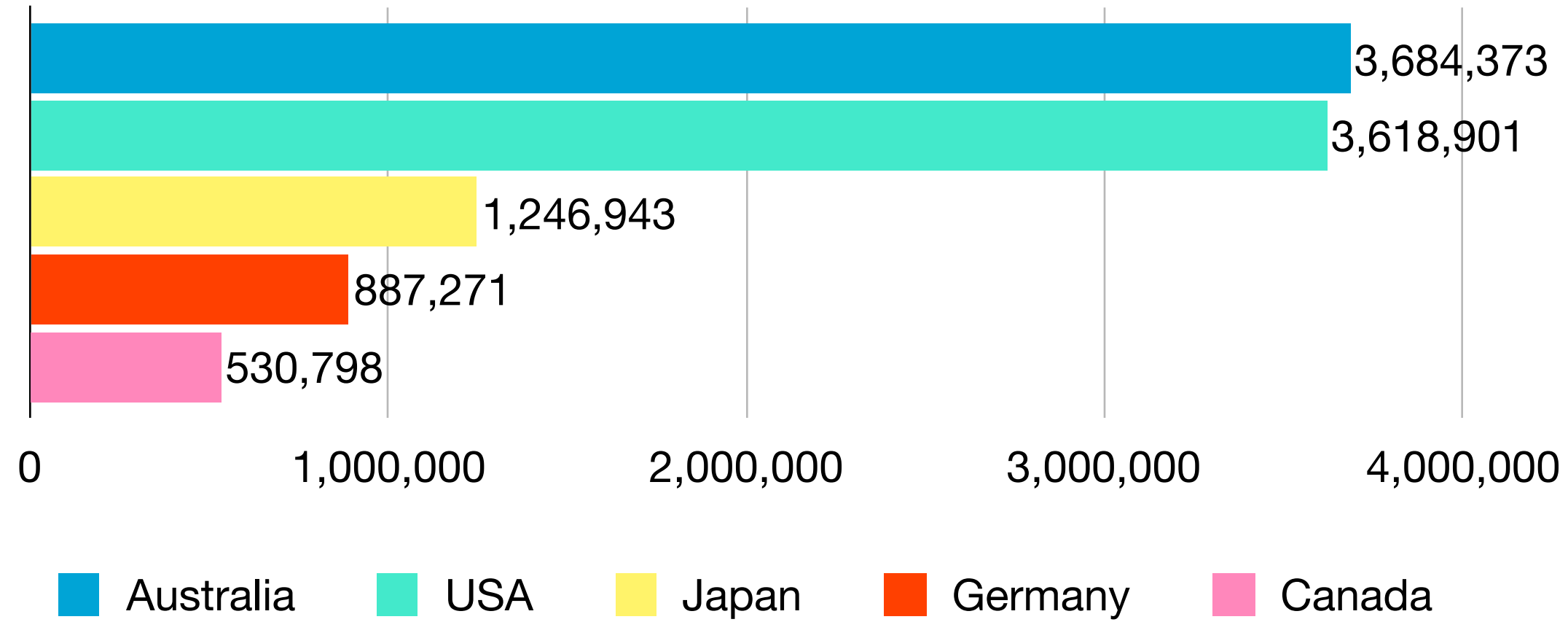
NO	PRODUCT TITLE	LINK	BRAND	LISTED PRICE (RMB)	TRANSACTION PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	11磅乳清 Myprotein熊猫乳清蛋白质粉健身男女蛋白增健肌粉营养粉	<a href="http://item.taobao.com/item.htm?id=523163918967">http://item.taobao.com/item.htm?id=523163918967</a>	myprotein	690	590	32,992	19,449,119
7	热巴同款Swisse斯维诗柠檬酸钙片VD孕妇娘娘中老年钙*2	<a href="http://item.taobao.com/item.htm?id=591506190515">http://item.taobao.com/item.htm?id=591506190515</a>	Swisse	596	323	53,577	17,329,420
8	日本AXXZIA晓姿第五代AG抗糖饮25ml*30支单盒装	<a href="http://item.taobao.com/item.htm?id=656358448886">http://item.taobao.com/item.htm?id=656358448886</a>	axxzia	1,980	1,439	11,984	17,249,570
9	原装进口鹿血胶囊女性健康保养调理少量 周期不规律 不来调理	<a href="http://item.taobao.com/item.htm?id=638506530212">http://item.taobao.com/item.htm?id=638506530212</a>	naturies	8,600	6,305	2,522	15,901,305
10	Naturemade辅酶q10软胶囊200mg心脏保护300粒	<a href="http://item.taobao.com/item.htm?id=598979483363">http://item.taobao.com/item.htm?id=598979483363</a>	nature made	699	762	20,730	15,796,162
11	礼盒装信心药业康乐nmn9600美国进口β-烟酰胺单核苷酸nad+补充剂	<a href="http://item.taobao.com/item.htm?id=616869942173">http://item.taobao.com/item.htm?id=616869942173</a>	confidence usa	6,000	2,439	6,433	15,691,047
12	原装进口 鹿胎盘素 内膜调理增厚 不规律 不来女性健康调理保养	<a href="http://item.taobao.com/item.htm?id=637755864144">http://item.taobao.com/item.htm?id=637755864144</a>	naturies	8,600	3,849	3,648	14,042,908
13	[3瓶装]挪威Noromega海豹油软胶囊120粒/瓶心血管非深海鱼油原装	<a href="http://item.taobao.com/item.htm?id=623019238324">http://item.taobao.com/item.htm?id=623019238324</a>	Noromega	1,950	1,195	10,666	12,745,529
14	[热巴同款]Swisse斯维诗奶蓟草片120粒 加班熬夜应酬护常备肝片	<a href="http://item.taobao.com/item.htm?id=527050980299">http://item.taobao.com/item.htm?id=527050980299</a>	Swisse	298	180	67,862	12,237,175
15	美国进口SchiffMoveFree益节 氨糖软骨素维骨力氨基葡萄糖120粒*2	<a href="http://item.taobao.com/item.htm?id=527016966632">http://item.taobao.com/item.htm?id=527016966632</a>	Move Free	379	332	35,502	11,793,855

# PRODUCT PRICE RANGE

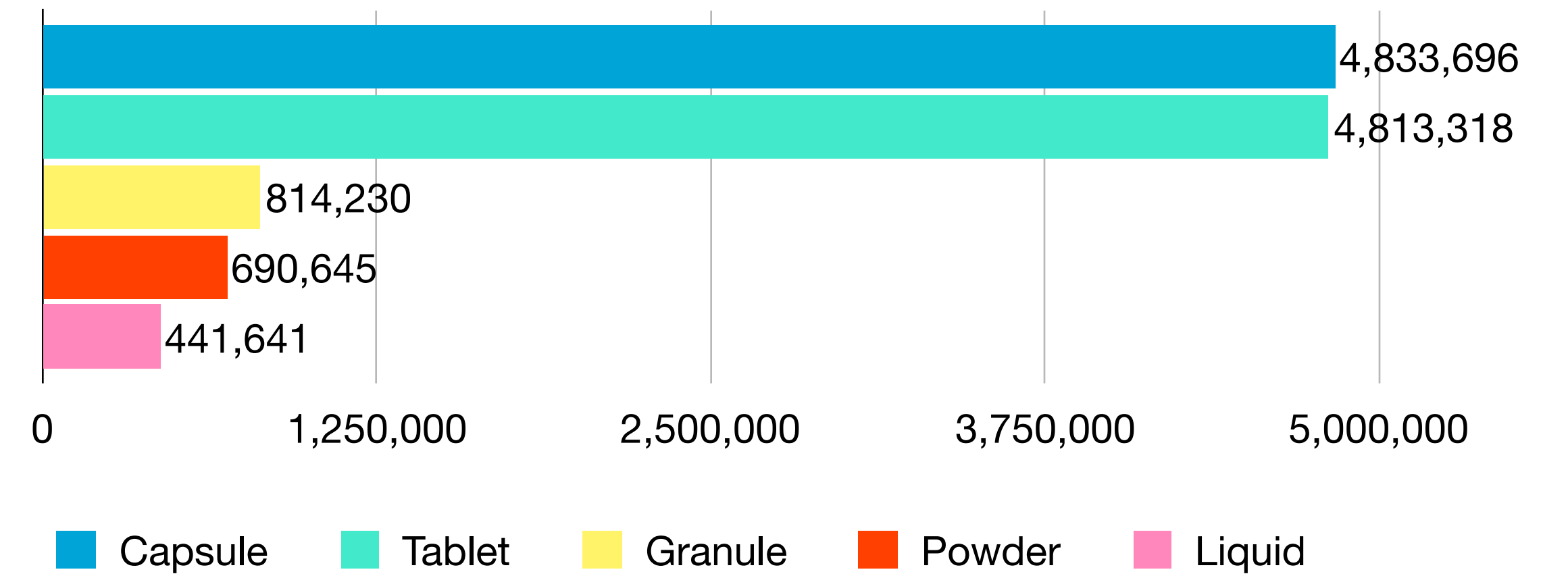


# POPULAR PRODUCT CHARACTERISTICS - 1

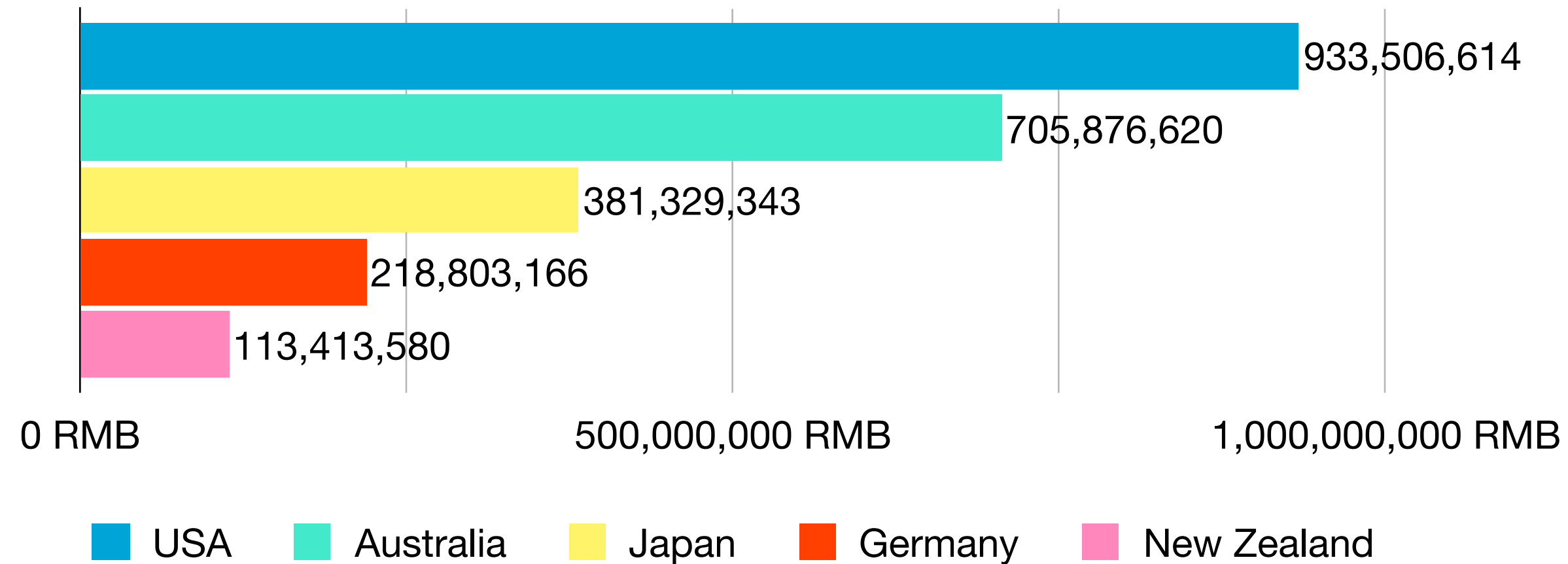
## Monthly Sales Volume by Country of Origin



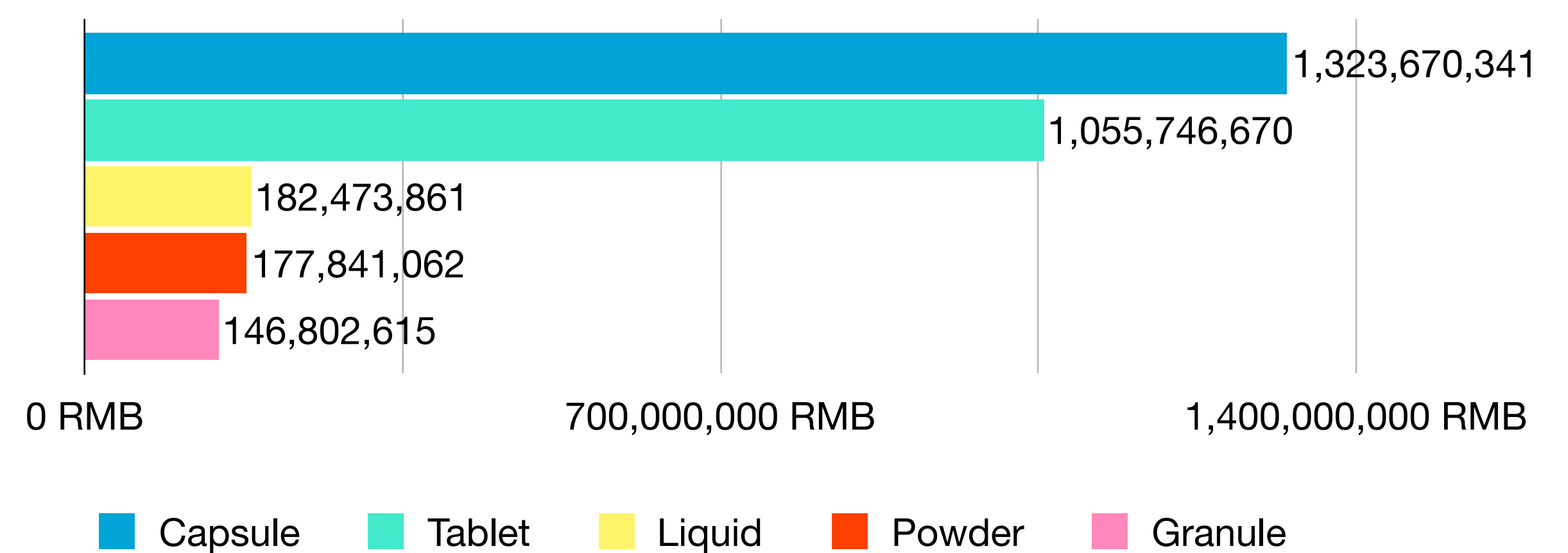
## Monthly Sales Volume by Product Form



## Monthly Sales Revenue (RMB) by Country of Origin

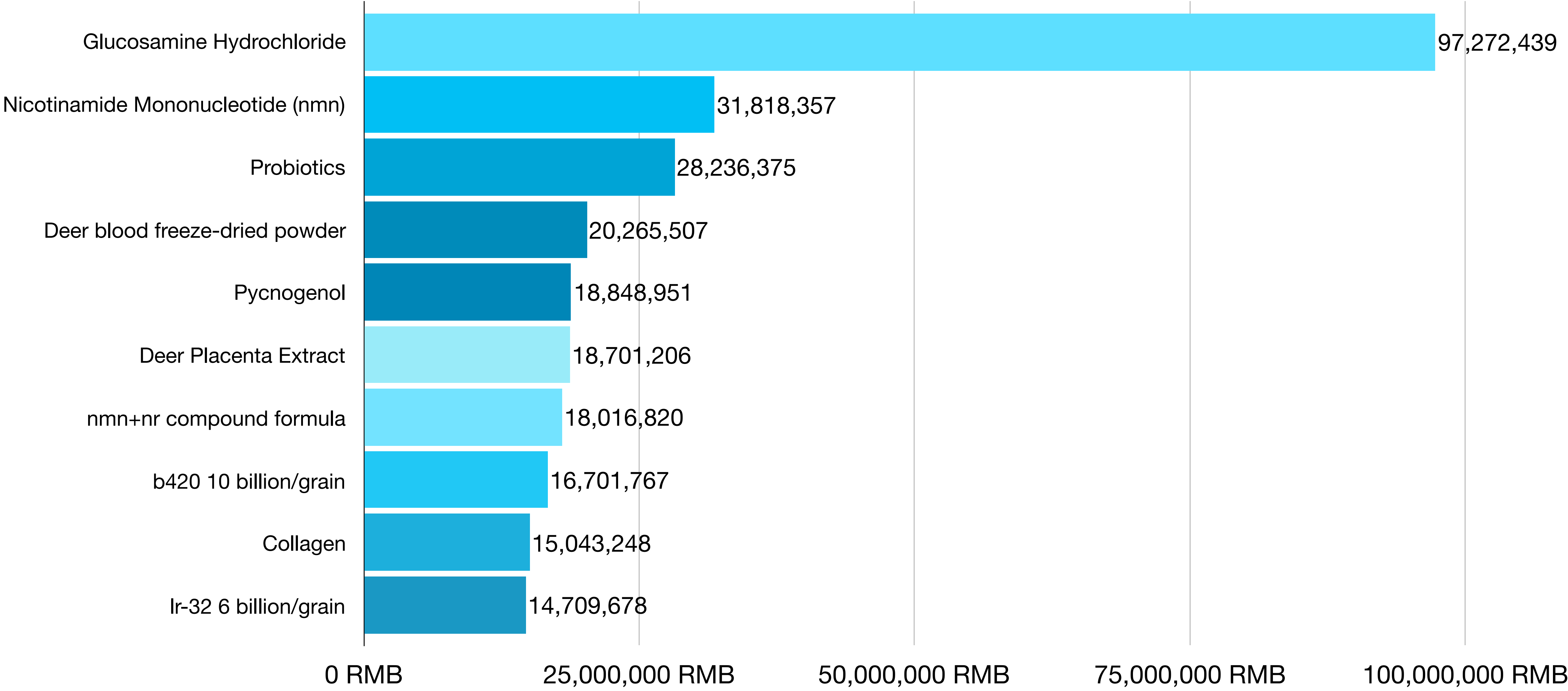


## Monthly Sales Revenue (RMB) by Product Form



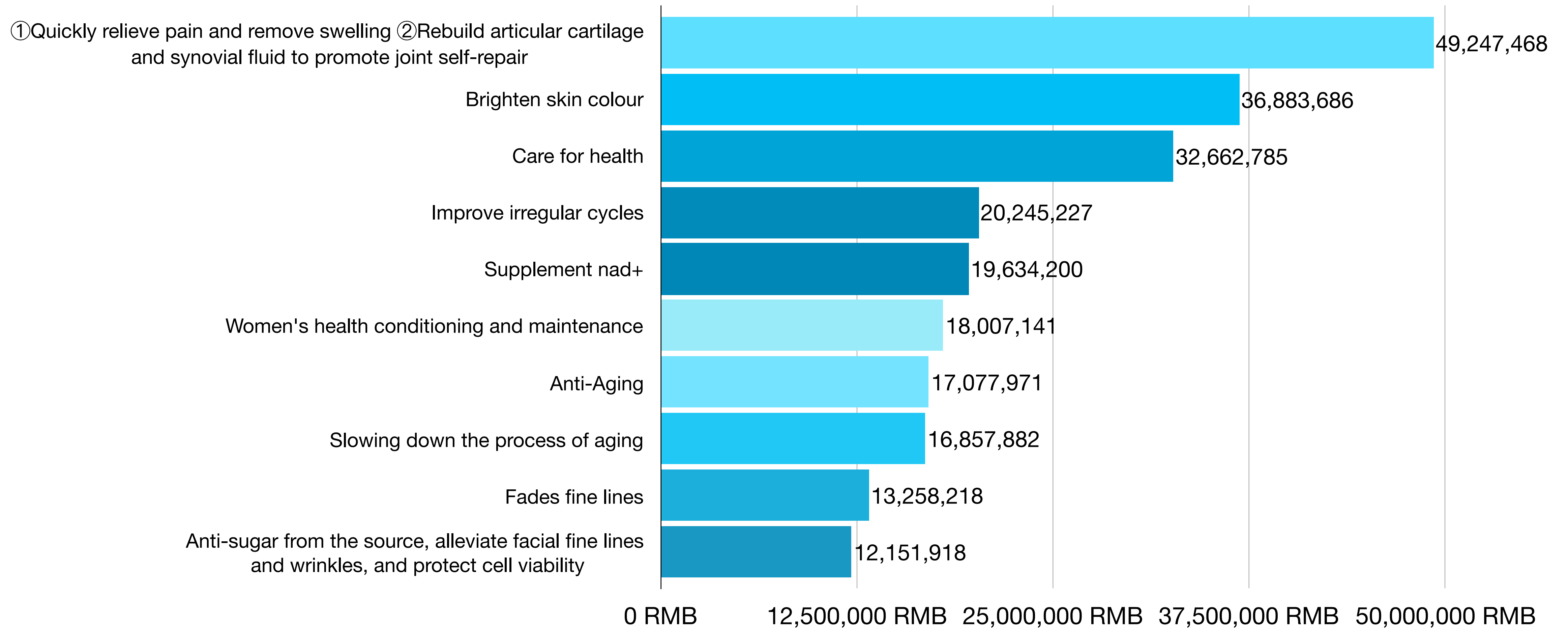
# POPULAR PRODUCT CHARACTERISTICS -2

Monthly Sales Revenue (RMB) by Nutrient Content



# POPULAR PRODUCT CHARACTERISTICS - 3

Monthly Sales Revenue (RMB) by Effects



# TOP 20 SEARCH KEYWORDS

Keywords	Search Index
牡蛎片 Oyster flakes	284,883
维生素b族 Vitamin B group	166,308
维生素 Vitamins	163,920
叶黄素 Lutein	144,374
维生素b Vitamin b	124,240
褪黑素 Melatonin	121,521
益生菌大人调理肠胃 Probiotics for adults to regulate the intestines and stomach	112,533
胶原蛋白肽 Collagen Peptides	112,095
代餐饱腹食品 Meal Replacement Satisfaction Food	107,182
复合维生素 multi-vitamins	104,488
氨糖软骨素 Glucosamine Chondroitin	103,103
鱼油 fish oil	98,782
肝护片 Liver protector	96,086
叶酸 Folic acid	95,022
辅酶q10 Coenzyme q10	93,644
dha	92,108
维生素d Vitamin d	78,544
养胃 Nourish the stomach	77,594
肺清 Cleanse the lungs	76,992
补脑增强记忆力 Replenishing the brain and enhancing memory	76,900

# RISING KEYWORDS



# FASTEST-GROWING PRODUCTS



## NO. 1

月神女性益生菌 口服胶囊女性护理  
乳酸杆菌3盒起购

Product: Probiotics

Brand: priciness luna

Listed price: 298 RMB

Avg. transaction price: 298 RMB

Sales volume: 157,869

## NO. 2

Swisse 斯维诗娘娘钙柠檬酸钙补钙  
孕妇钙片150片成人维生素孕期

Product: Calcium

Brand: Swisse

Listed price: 399 RMB

Avg. transaction price: 131 RMB

Sales volume: 90,955

## NO. 3

[热巴同款]Swisse斯维诗奶蓟草片  
120粒 加班熬夜应酬护常备肝片

Product: Thistle

Brand: Swisse

Listed price: 298 RMB

Avg. transaction price: 226 RMB

Sales volume: 67,862

## NO. 4

Swisse澳洲进口钙片维生素DVD150  
粒补钙易吸收中老年成人孕妇钙片

Product: Calcium

Brand: Swisse

Listed price: 199 RMB

Avg. transaction price: 130 RMB

Sales volume: 67,349

## NO. 5

美国进口 Schiff Move Free益节 氨糖  
维骨力MSM软骨素绿盒120粒\*3

Product: Glucosamine

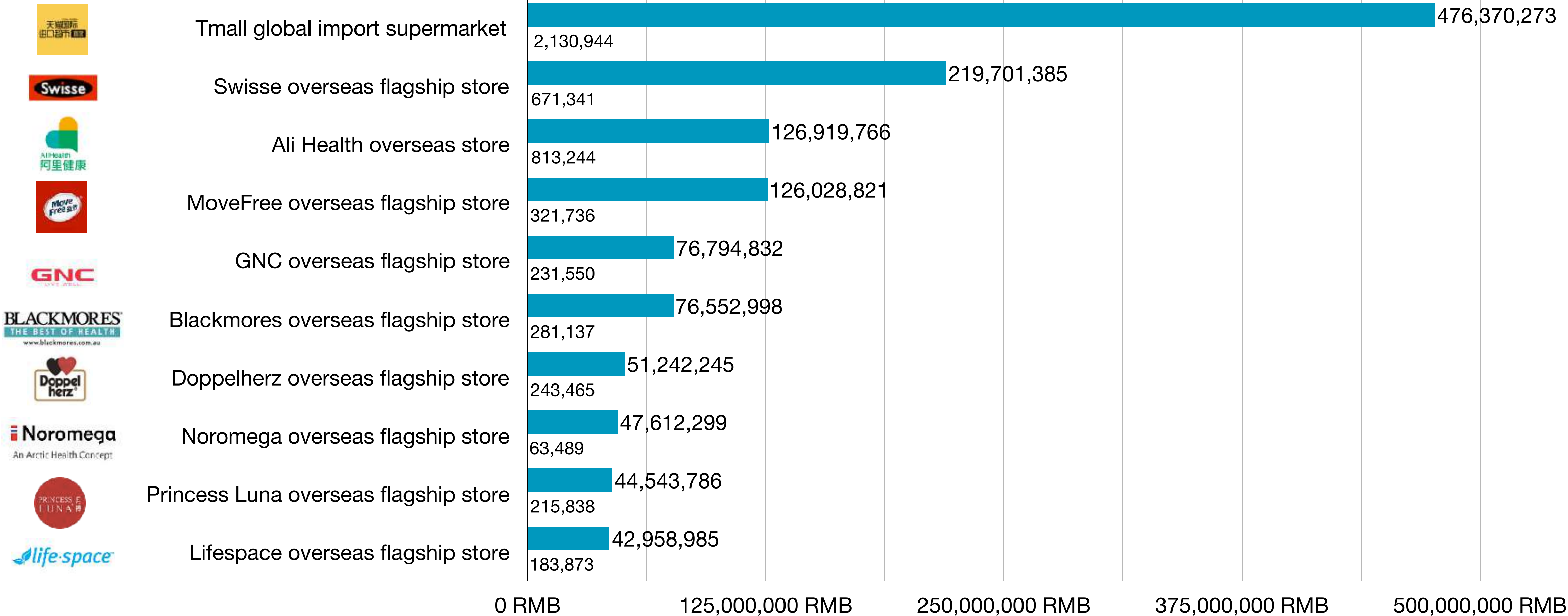
Brand: Move Free

Listed price: 569 RMB

Avg. transaction price: 569 RMB

Sales volume: 67,320

# TOP 10 CROSS-BORDER STORES

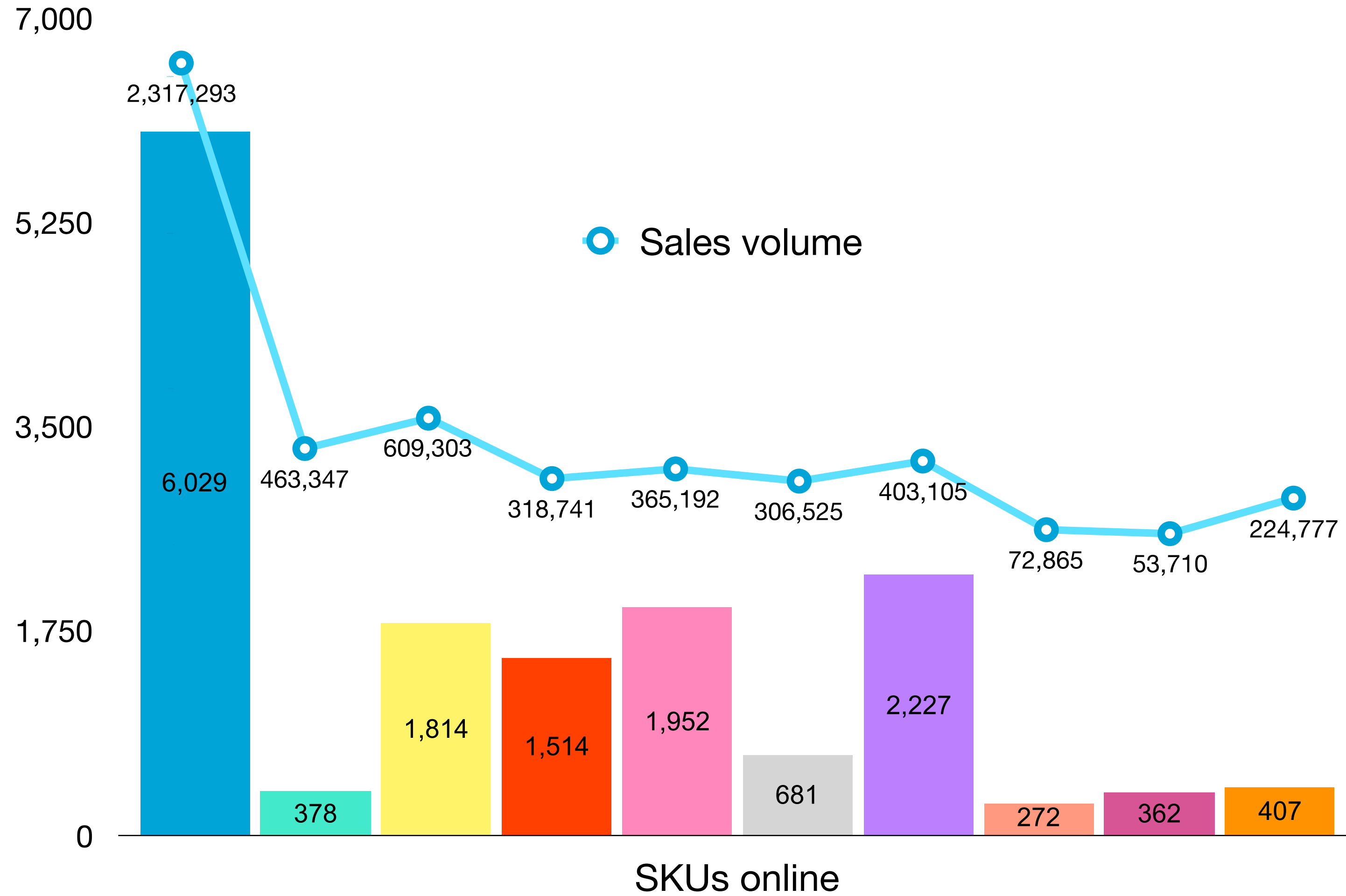


■ Monthly Sales Revenue (RMB)

Monthly Sales Vol



# TOP 10 HEALTH SUPPLEMENTS BRANDS



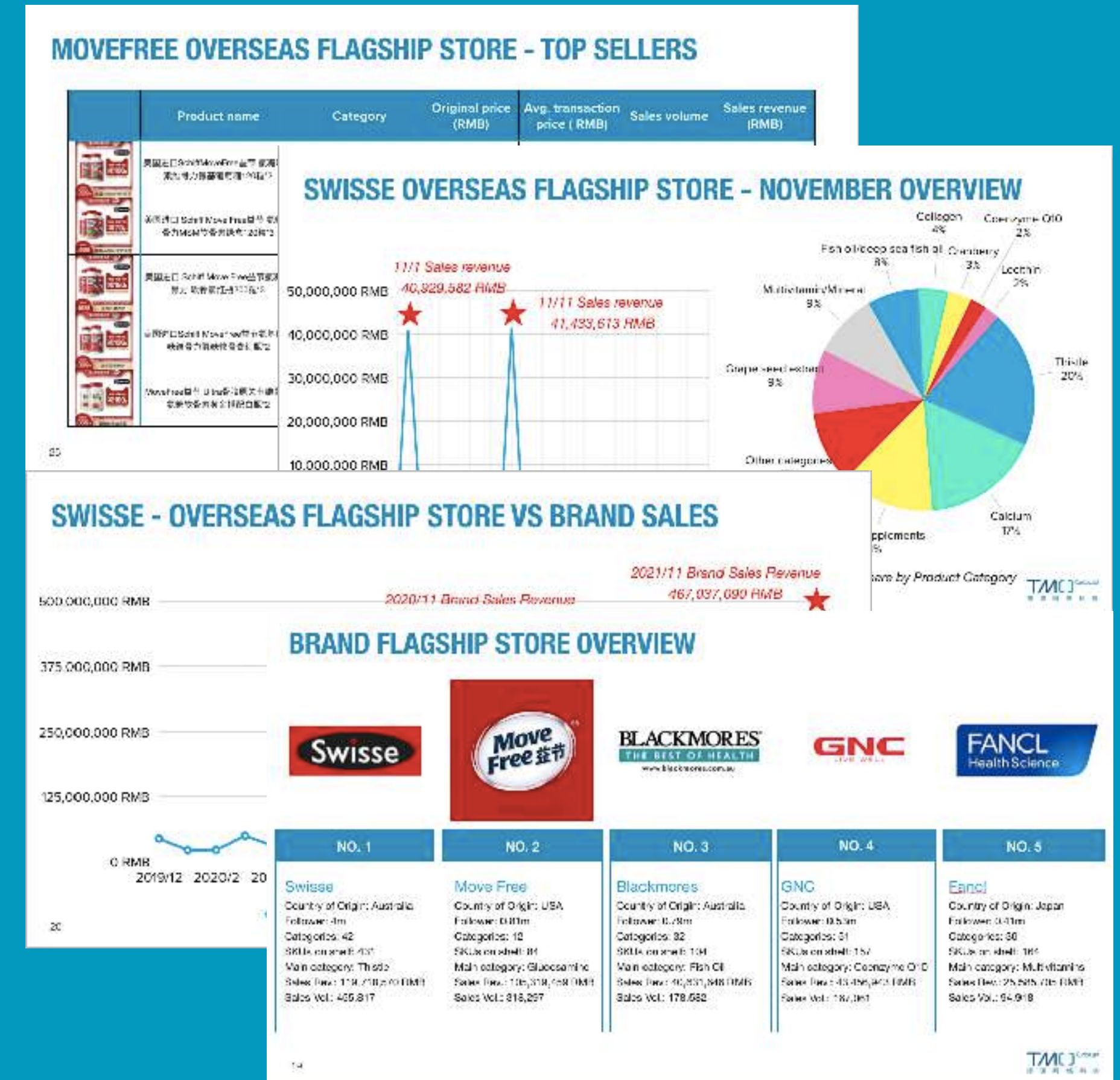
	BRAND	REVENUE (RMB)	COUNTRY ORIGIN
	Swisse	467,037,090	Australia
	Move Free	178,838,441	USA
	Blackmores	138,144,568	Australia
	GNC	94,055,548	USA
	Fancl	92,049,558	Japan
	Life Space	65,100,042	Australia
	Puritan's pride	62,957,138	USA
	Noromega	53,524,567	Norway
	Pola	51,173,898	Japan
	Centrum	50,112,985	USA

PREMIUM VERSION CONTENT

# TOP BRANDS CASE ANALYSIS

Market data of each brand:

- Brand flagship store overview
- Flagship Store Sales Trend VS Brand Sales
- Overview of flagship store sales in November
- Top 5 best-selling products in flagship stores



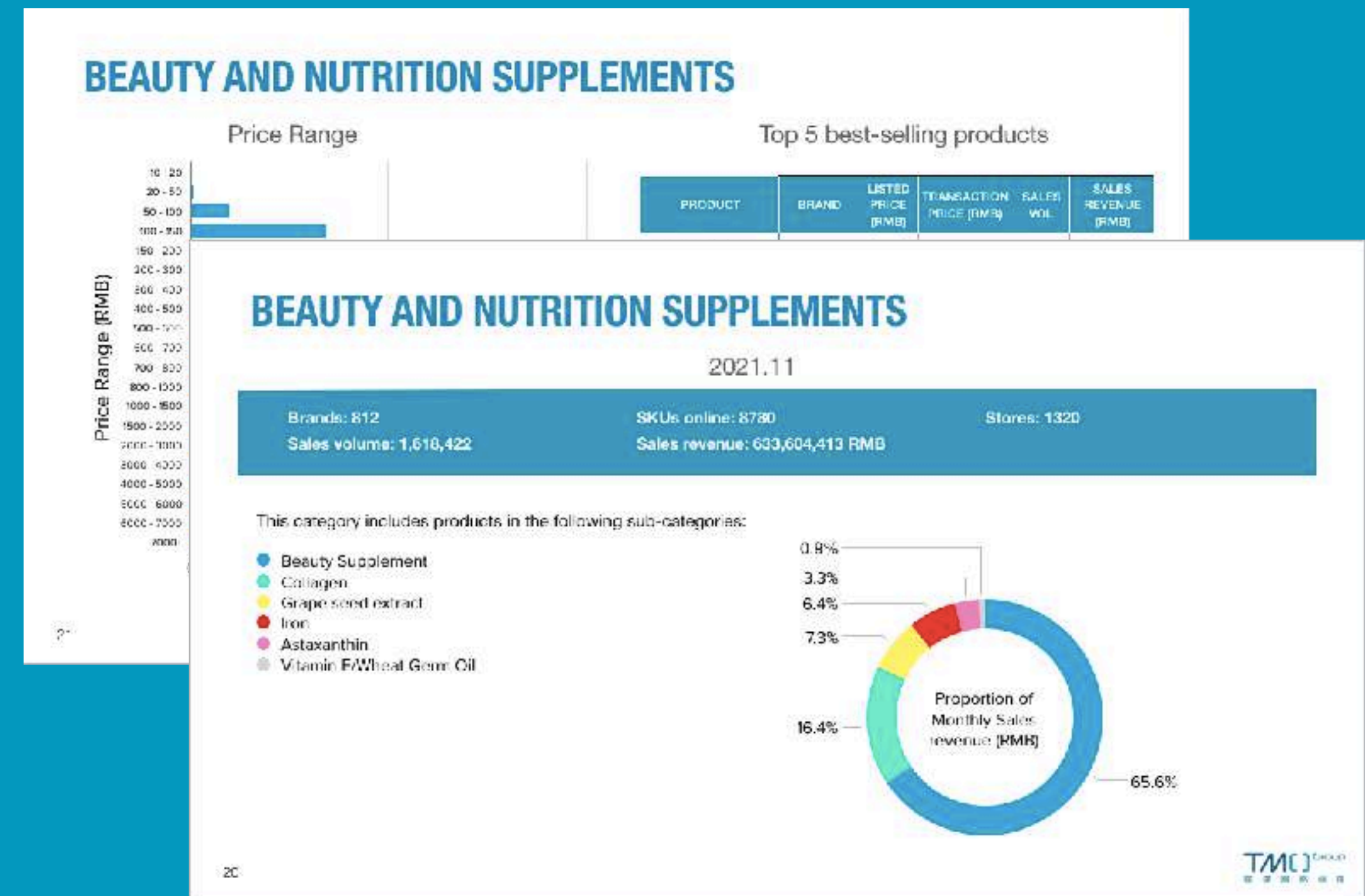
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PREMIUM VERSION CONTENT

# CATEGORY DETAILS

Market data of each Category:

- Brand, SKU and Shop overview
- Sales volume and Sales revenue
- Sub-category structure and Sales proportion
- Price range
- Top 5 best selling products



*Do you want to know more about the content above?  
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# ABOUT TMO GROUP

TMO (Technology for Mobile and Online) Group is an eCommerce service provider with offices in Shanghai, Hong Kong, and Amsterdam servicing medium & large enterprises with cutting-edge solutions for eCommerce, O2O, Mobile, and Cloud value-added services.

We strongly advocate the adoption of cutting-edge technologies and business models including the Internet of Things (IoT) and O2O integration, working closely with our clients on providing software solutions as well as strategizing hardware solutions. We guide our clients from initial business requirements, planning, design, and the development stage to long-term managed services empowered by marketing & cloud applications.

Leveraging our experience in eBusiness models on Web and Mobile Solutions, we have serviced foreign and asian B2B as well as B2C companies with innovative eCommerce business solutions in Asia, Europe, and the U.S., engaging in long-term partnerships and growing our clients' business.

**To keep up with the latest Chinese eCommerce and Health Supplements information and insights, email us at [info@tmogroup.asia](mailto:info@tmogroup.asia) to subscribe, click to follow us on social media, or scan the QR to follow our WeChat account:**



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## ***In Association with Health Products Association – China (HPA-China)***

*HPA is a U.S. non-profit 501(c6) association dedicated to the overall natural health products industry including dietary supplements, organic foods, natural cosmetics, sports nutrition and traditional herbal products. The association's primary focus is the continued development of China's dietary supplement and overall natural health product industry.*