

TMO Group

2021

CHINA CROSS-BORDER HEALTH SUPPLEMENTS ANNUAL REPORT

— — MARKET OVERVIEW & CONSUMPTION TREND INSIGHTS

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What is Annual Report?

Starting in March 2020, TMO collects data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Cross-border Health Supplements on a monthly basis, and compiles the data into **Monthly Data Pack**, which is presented to readers in a visual way combining charts and texts.

This **Annual Report** is different from the monthly data pack. We have integrated, analyzed and summarized the sales data of cross-border health supplements for the whole year of 2021, so as to bring you a summary of the industry's annual sales and insights into consumption trends. Compared with the intuitive data presentation form of the data pack, the annual report adds more descriptive and conclusive content, allowing you to have a more rapid, direct and accurate understanding and grasp of the market conditions in 2021.

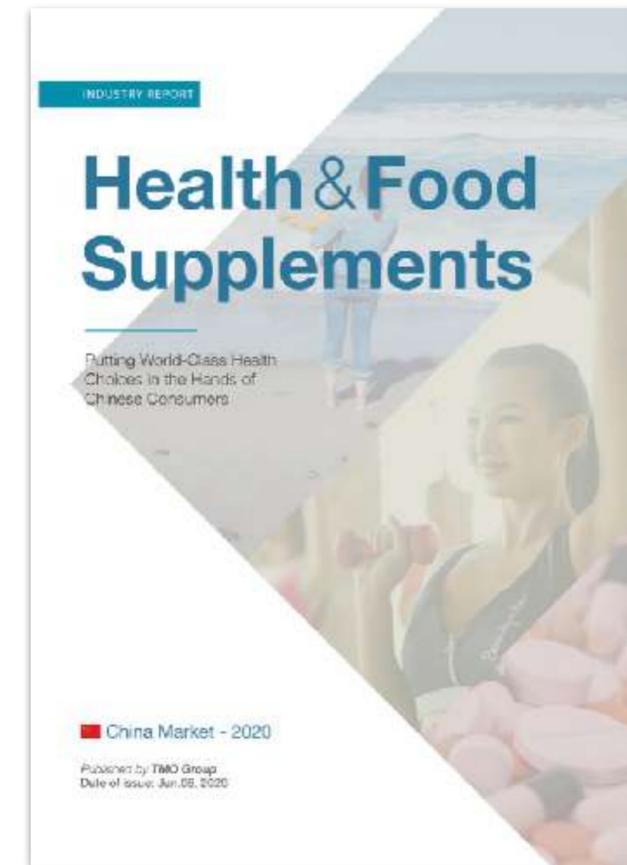
The report covers:

- 2021 market overview
- Top 10 sub-categories and details
- Product price distribution
- Analysis of best-selling and dark horse products
- Popular products features
- Hot search keywords of the year
- Top 10 cross-border stores and brands

To download 2021 data packs, click on the button on the right or visit our data pack download page at <https://www.tmogroup.asia/downloads/category/data-pack/>

2021 DATA PACKS

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.

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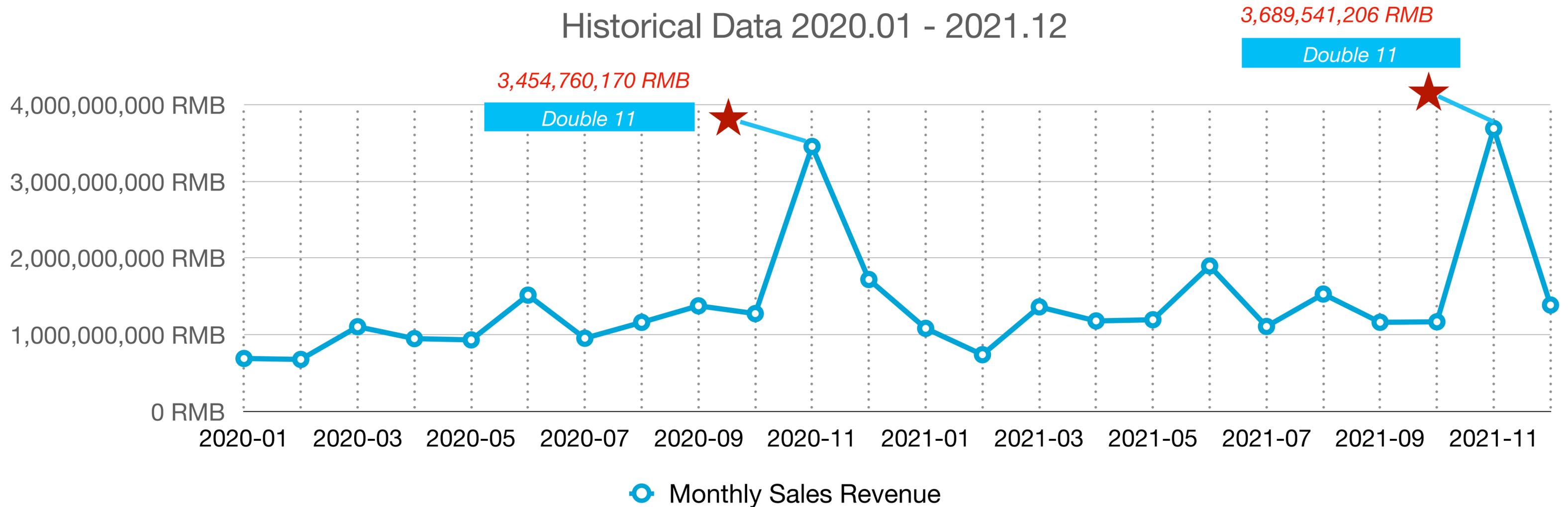
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2021 MARKET OVERVIEW

Brands (yearly avg.): 2,982 **+7.3%**
 Annual sales volume: 81,327,438 **-1.3%**

SKUs online (yearly avg.): 80,222 **+2.0%**
 Annual sales revenue: 17,480,394,862 RMB **+10.7%**

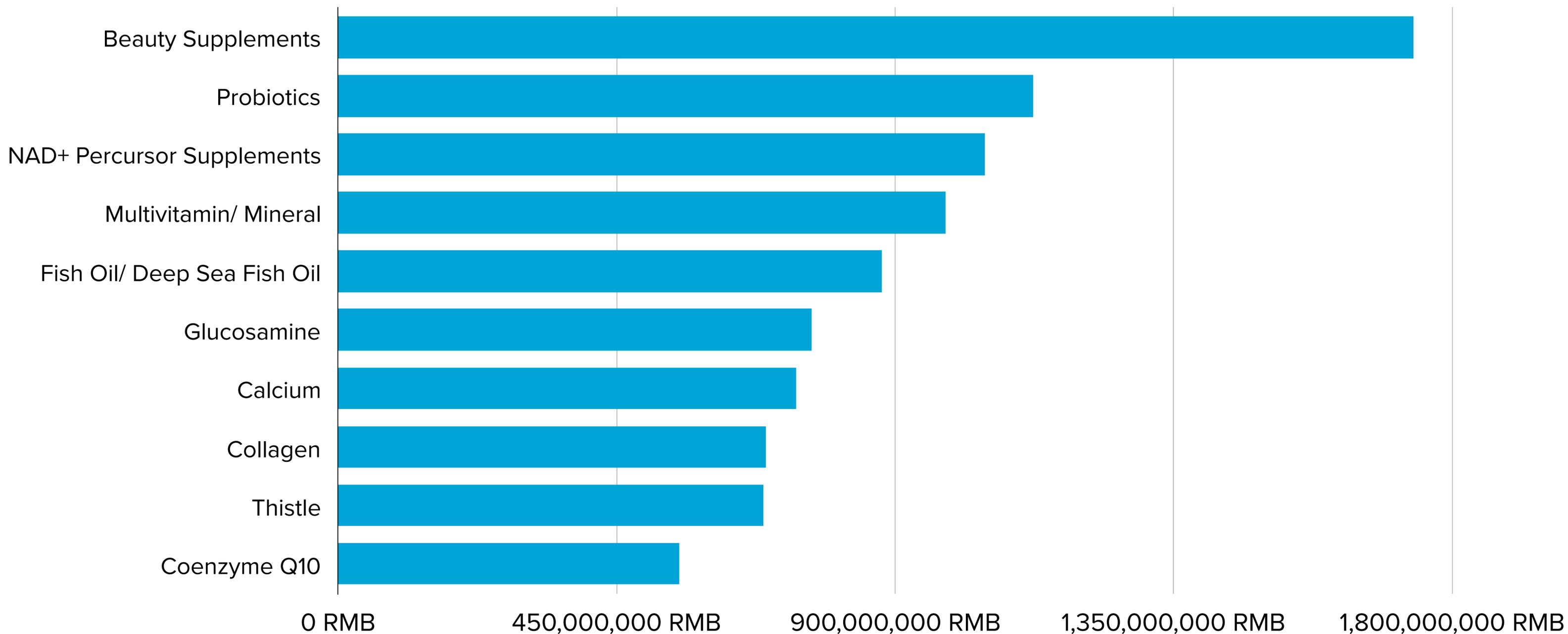
Stores (yearly avg.): 3,264 **-5.9%**



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

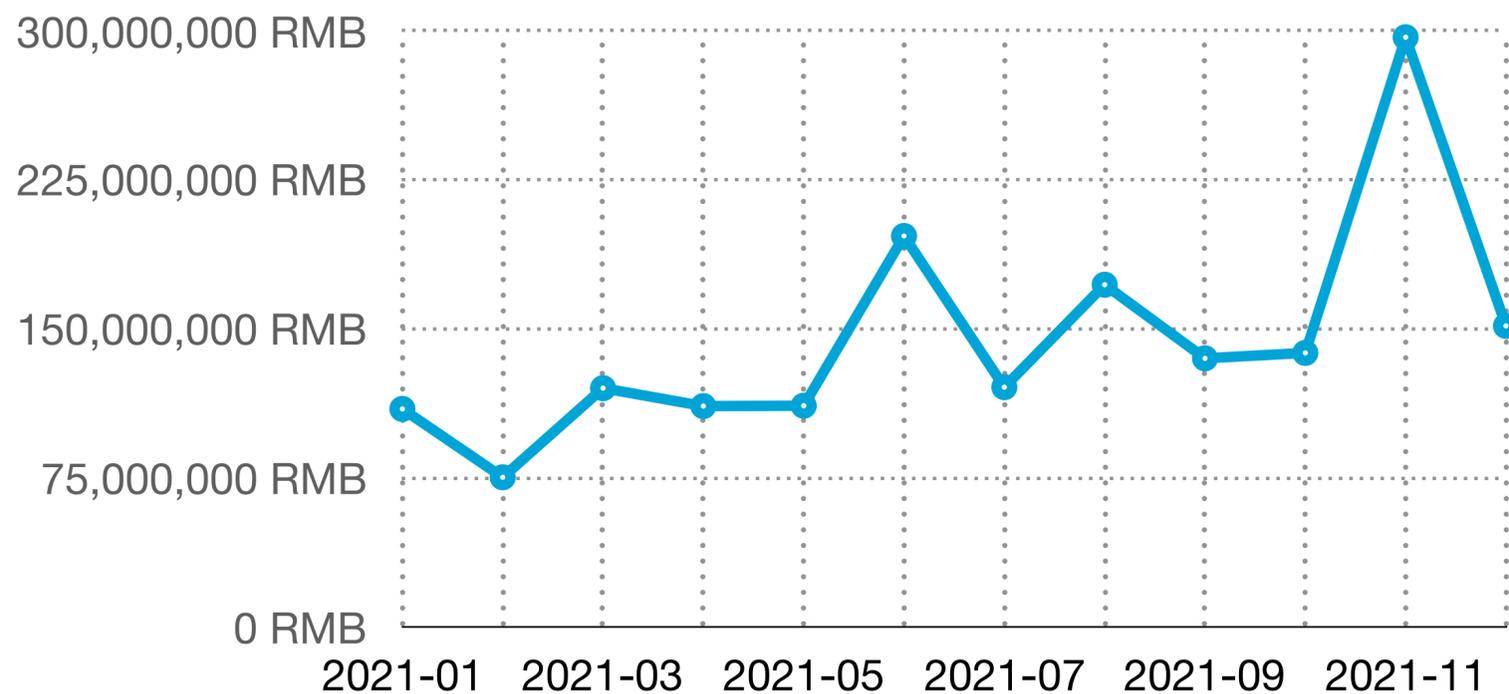
TOP 10 SUB-CATEGORIES

Sub-category Annual Sales Revenue (RMB)



BEAUTY SUPPLEMENTS

Sub-category Sales Trend



Main Active Ingredients

- # Collagen
- # Hyaluronic Acid
- # Ceramide
- # Glutathione

Consumer Needs

- ✓ Brighten skin
- ✓ Lighten fine lines
- ✓ Anti-aging
- ✓ Anti-glycation

Reviews of Hot Products



Swisse Bellazza Della Pelle

“ It lightens fine lines, increases skin elasticity, and keeps skin well hydrated. After taking it for a period of time, my skin becomes significantly more hydrated, delicate, and more elastic and firmer than before.

“ I have been taking it for more than 20 days, and it does have an effect. My skin is brighter and more delicate. The acne marks and the dullness caused by smoking are perfectly resolved!



Biocyte Activ Inpulp

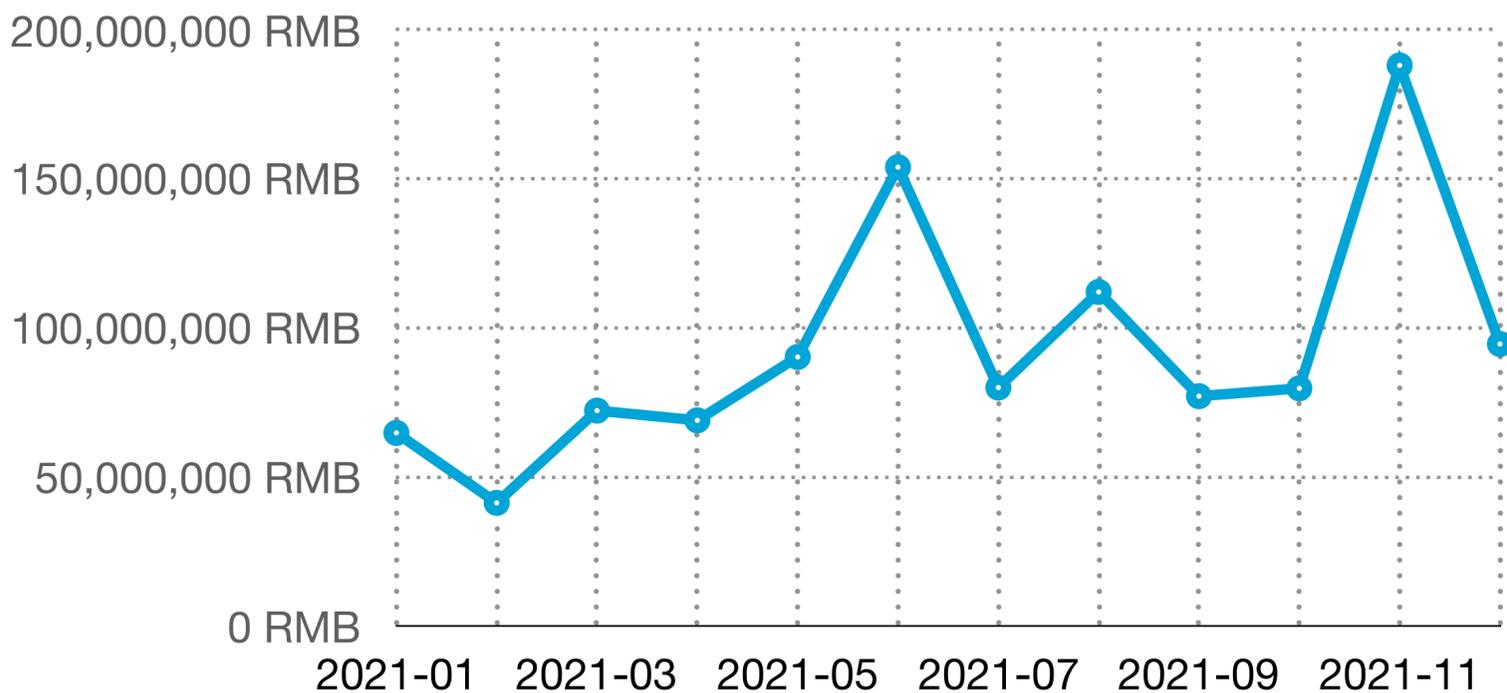


Unichi Rosa Prima

“ I have been using it for almost a month, and I have purchased two more bottles. The skin is indeed refined and improved, and the makeup is more docile. I am a late night person and it really works!

PROBIOTICS

Sub-category Sales Trend



Main Active Ingredients

- # *Bifidobacterium Lactis 420*
- # *Lactobacillus Rhamnosus*
- # *Lactobacillus Acidophilus*
- # *Lactobacillus Reuteri*

Consumer Needs

- ✓ *Gastrointestinal Health*
- ✓ *Weight management*
- ✓ *Boost immunity*
- ✓ *Skin care*

Reviews of Hot Products



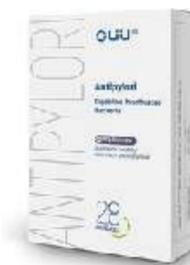
LifeSpace Broad Spectrum Probiotic

“ This probiotic has a good effect. My indigestion has been significantly improved as well as my skin and sleep quality. My acne has disappeared too. I highly recommend it!

“ It's the second time I bought it. I felt no discomfort in my stomach, and I went to the toilet normally. I don't know if have lost weight, but it does have some effect on the stomach.



LifeSpace Shape B420 Probiotic

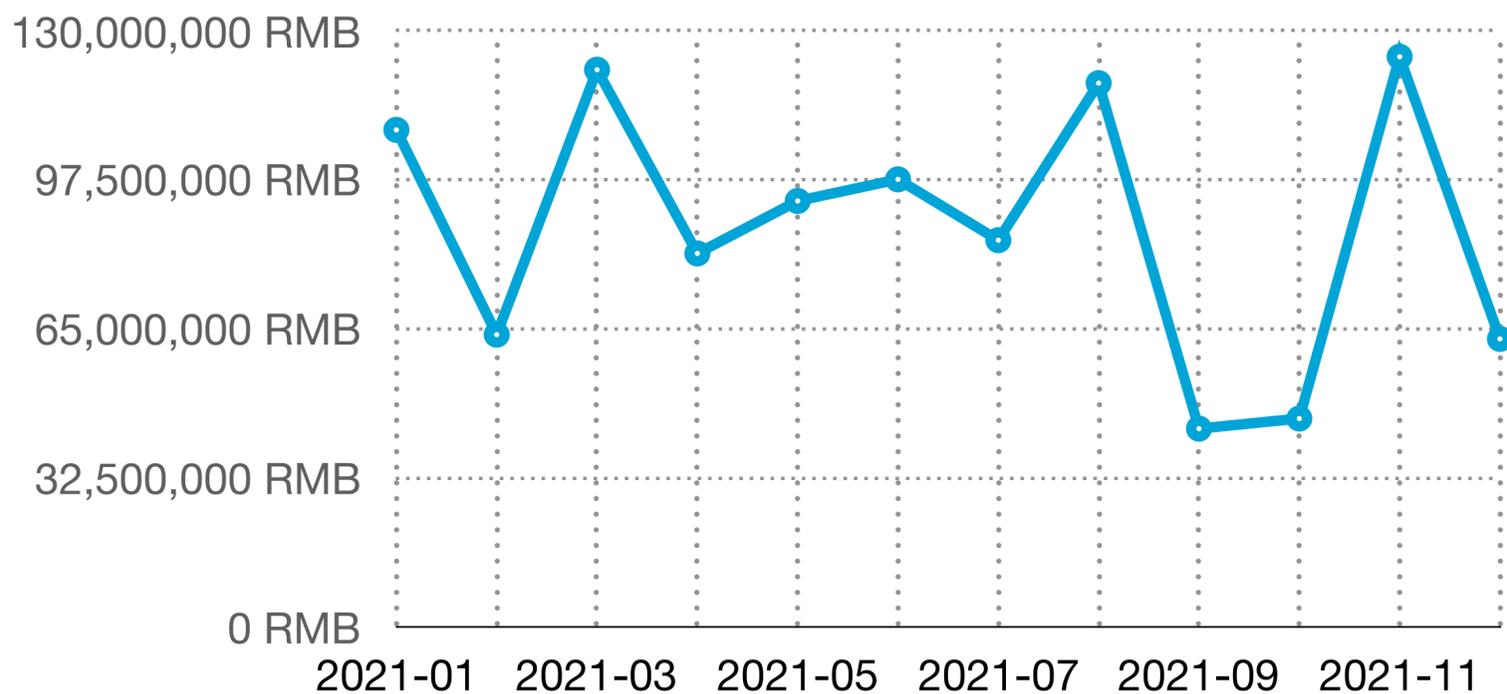


OOU H Pylori Treatment

“ After taking it for half a month, the effect is immediate. Helicobacter pylori produced urease in my mouth and decomposed ammonia gas, And the problem is completely resolved. The effect is great! Recommended!

NAD+ PERCURSOR SUPPLEMENTS

Sub-category Sales Trend



Main Active Ingredients

NMN

Consumer Needs

- ✓ Boost immunity
- ✓ Improve sleeping
- ✓ Skin Repair/brightening
- ✓ Protect nervous system

Reviews of Hot Products



Geneharbor NMN 12000

“ I consumed three bottles before, and the effect is good. My skin is smoother, and the physical strength is enhanced. So I bought it again during double 11 at a discounted price.

“ After taking it for more than three months, I feel that it is effective. My sleep quality and skin radiance has improved. And my overall mental state has also improved a lot.



Biowell NMN 10000

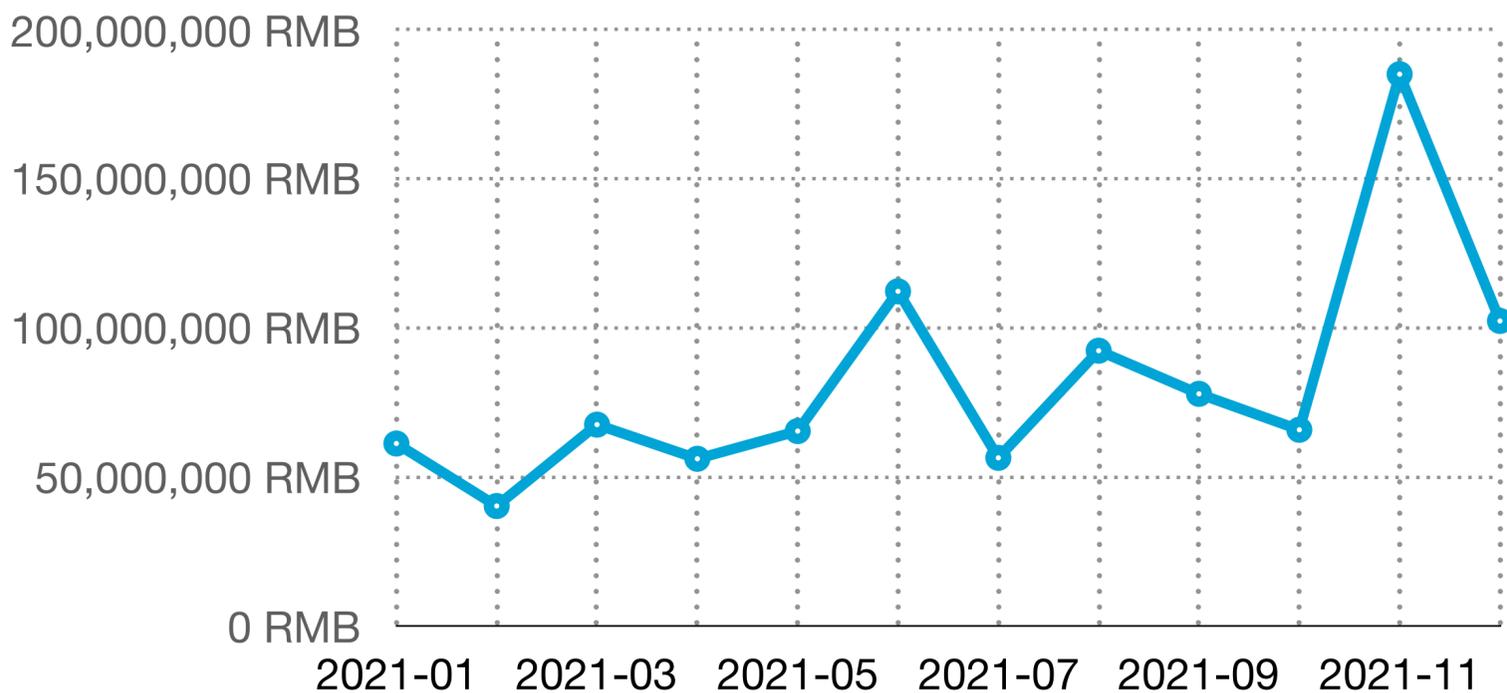


Esmond NMN 10500

“ I was under a lot of work pressure and nervous every day, and it was difficult to fall asleep at night. I didn't expect it to be effective. But after taking it, my sleep really improved and the anxiety was relieved. I will continue to take it.

MULTIVITAMIN/ MINERAL

Sub-category Sales Trend



Main Active Ingredients

- # B vitamins
- # Vitamin C
- # Vitamin A
- # Trace elements

Consumer Needs

- ✓ Maintain energy
- ✓ Relieve anxiety
- ✓ Improve the immune system
- ✓ Supplement Qi & activate blood

Reviews of Hot Products



Swisse Men's Multivitamin

“ I have night shift work, and my physical functions can't keep up. So I bought this men's health product. It is very effective, and my mental state has improved.

“ The packaging is portable. After 4-5 days of consumption, I felt that my bowel movements improved. I will continue to consume and repurchase it!



Fancl 30's Women Supplements

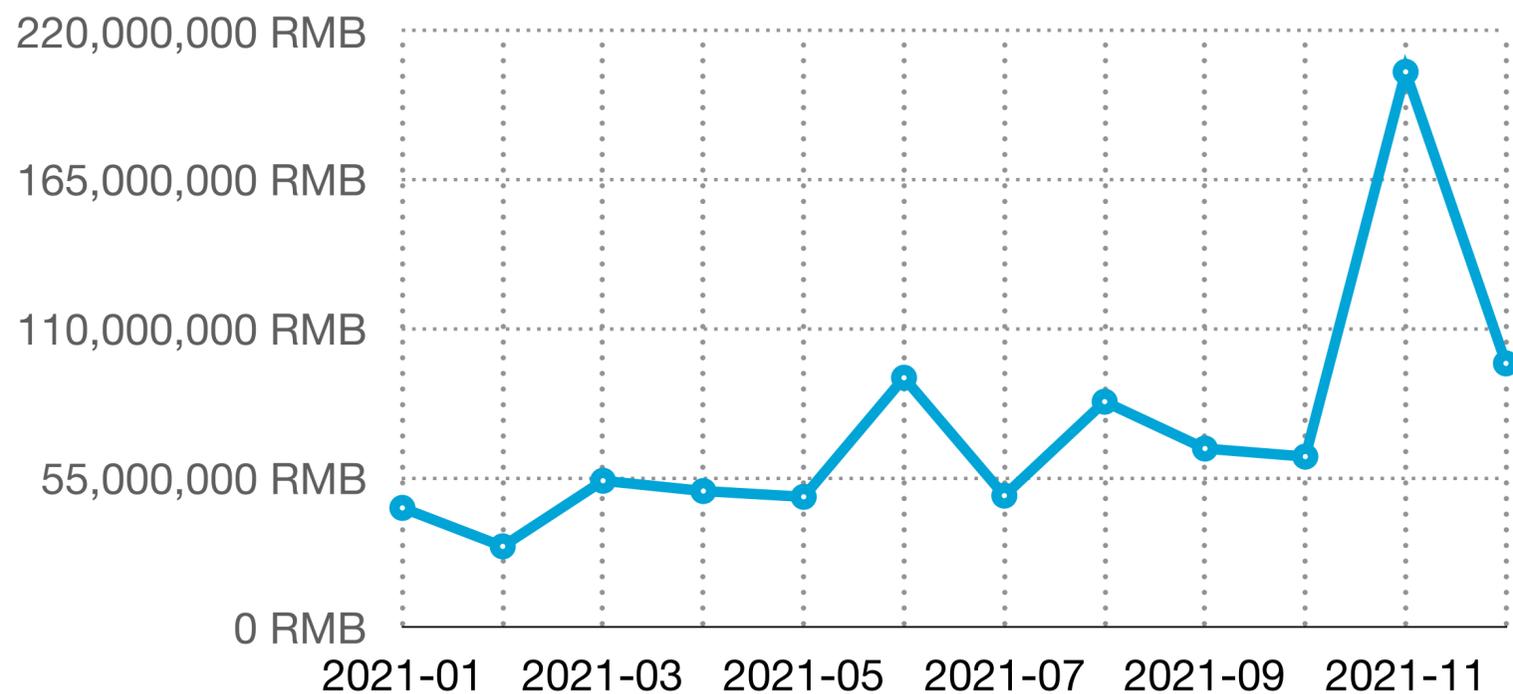


Centrum Silver Multivitamin

“ Everyone in the family is eating this, it should be the sixth bottle. Very good, I recommend everyone to place an order, I personally feel that it is very beneficial.

FISH OIL/ DEEP SEA FISH OIL

Sub-category Sales Trend



Main Active Ingredients

- # DHA
- # EPA
- # DPA
- # Other Omega Fatty Acids

Consumer Needs

- ✓ Lower "three highs"
- ✓ Support brain health
- ✓ Prevent inflammation
- ✓ Relieve joint discomfort

Reviews of Hot Products



WHC UnoCardio 1000

“ Really good product! After having a box, I found that my memory got much better! I feel great every day! Fish oil is a must for the middle-aged ! I'll be back for Double Twelve!

“ A huge bottle! I'm very satisfied. Young people also have the need for food supplements. There are effective fatty acids in fish oil. Good for blood vessels and intestines.



Blackmores Fish Oil 1000

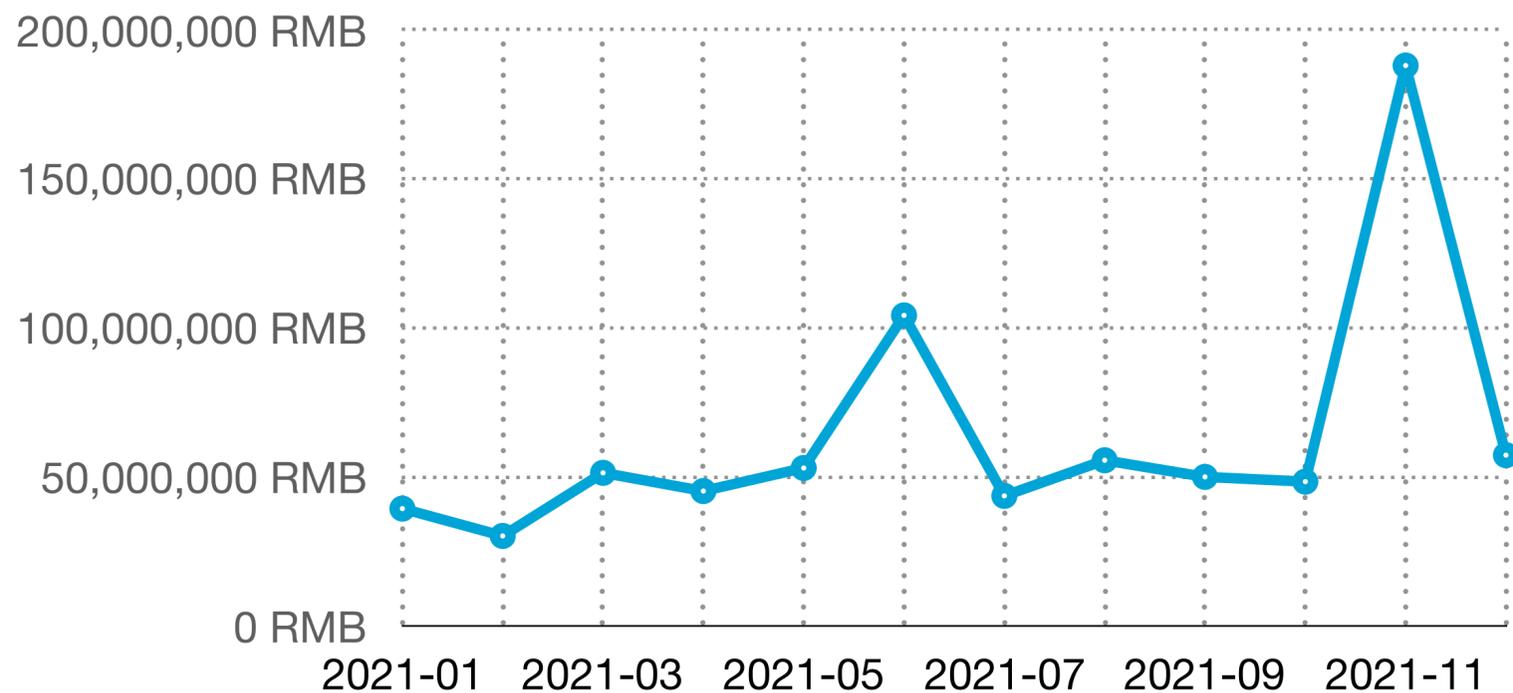


Swisse High Strength Wild Fish Oil

“ Authentic product in super big bottle! I only dare to purchase food supplements via official channels such as Tmall Global Store. The logistics was very fast, and the price was impressive. I will come to repurchase for sure!

GLUCOSAMINE

Sub-category Sales Trend



Main Active Ingredients

- # Glucosamine
- # Chondroitin
- # MSM

Consumer Needs

- ✓ Maintenance of joints
- ✓ Relieve joint pain
- ✓ Joint lubrication
- ✓ Reduce sports wear

Reviews of Hot Products



Move Free Glucosamine+MSM

“ I bought it for my mom since she said that her hand joints were a little painful. After eating it for a while, the pain is relieved a lot. I will continue buying it for her.

“ It's really effective! After taking it for about half a month, my knees hardly hurt. I've recommended it to many friends and it's even better to eat together with calcium.



Blackmores Glucosamine

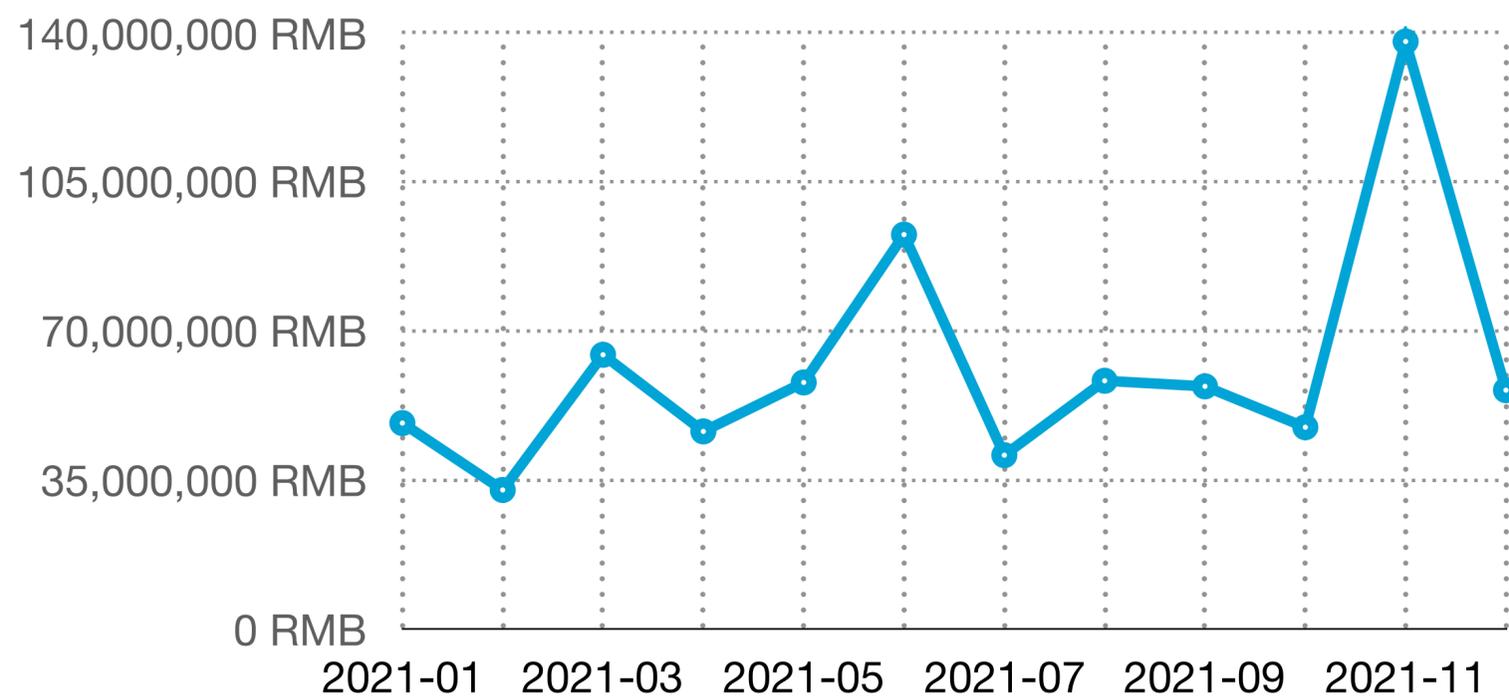


Puritan's Pride Glucosamine

“ My dad has knee pain, and CT shows that the meniscus is severely worn, the gap is enlarged, and the bones are grinding. After taking it, he feels much better now, and the pain has been relieved a lot.

CALCIUM

Sub-category Sales Trend



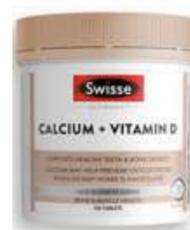
Main Active Ingredients

- # Calcium
- # Vitamin D3

Consumer Needs

- ✓ Calcium supplement
- ✓ Support bone health
- ✓ Prevent osteoporosis
- ✓ Prevent loose teeth

Reviews of Hot Products



Swisse Calcium+Vitamin D

“ My mom needs calcium as she gets older. This calcium citrate is mild and does not hurt the stomach, does not depend on gastric acid absorption, and relieves the burden on the stomach. Each tablet is high in calcium.

“ I have repurchased this brand many times. The elders in the family are now eating this calcium, and the feedback is good. It is even better with glucosamine! Recommended to buy!



PipingRock Liquid Calcium

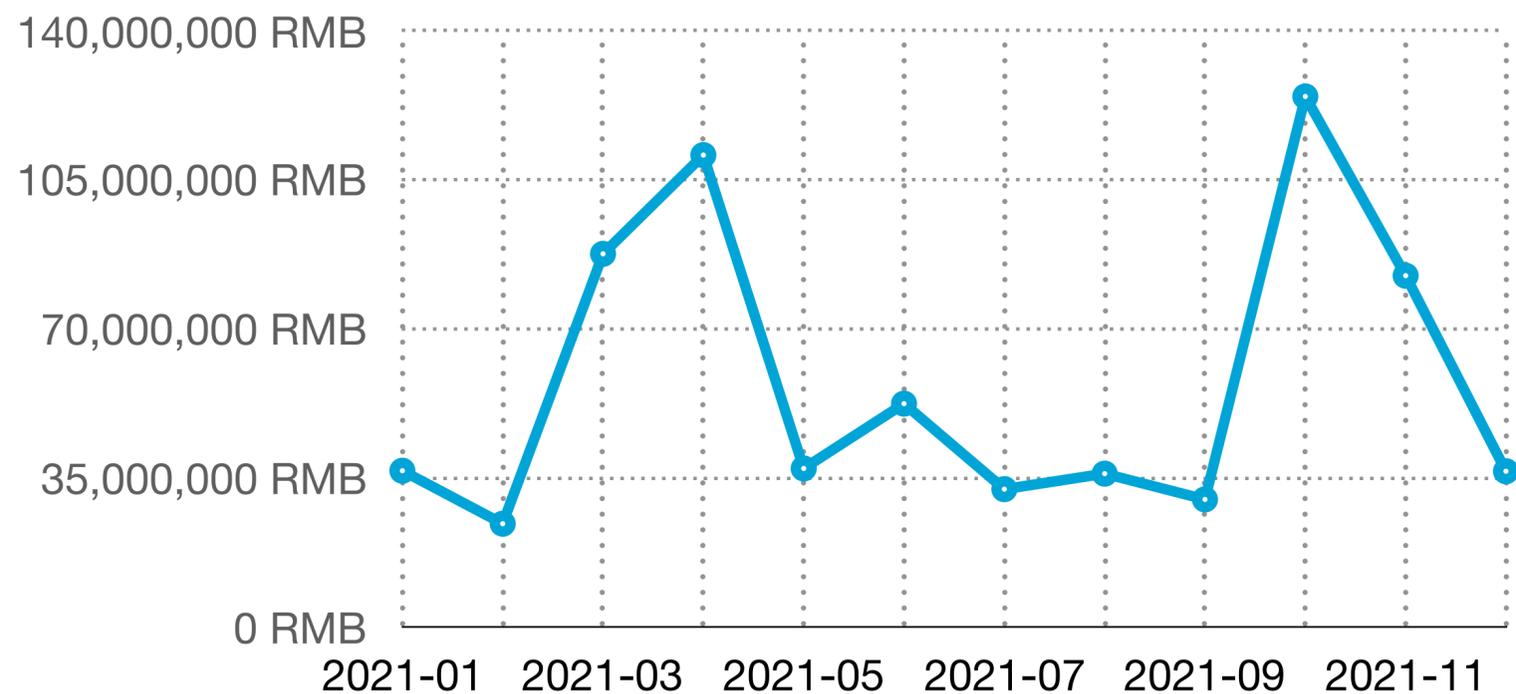


Bio Island Milk Calcium

“ I bought this milk calcium for my mother. You can see the liquid when you bite it. It is very convenient to chew and swallow directly! The capsule size is also good, After taking it for a while, I feel that the effect is quite good!

COLLAGEN

Sub-category Sales Trend



Main Active Ingredients

- # Collagen
- # Vitamin C
- # Vitamin E

Consumer Needs

- ✓ Help collagen synthesis
- ✓ Hair and nail health
- ✓ Slow down skin aging
- ✓ Reduce pigmentation

Reviews of Hot Products



Doppelherz Kollagen 11,000

“ This collagen is packed in bottle and is convenient to carry on business trips. The effect is also very good. I have been eating this collagen all the time, and the skin on my face and body is whitened and there are fewer spots.

“ I have consumed a lot of bottles on and off, and I feel that it is really effective for the skin. Additionally, it is convenient to eat and low in price.



Nature's Bounty
Hair, Skin & Nail Gummies

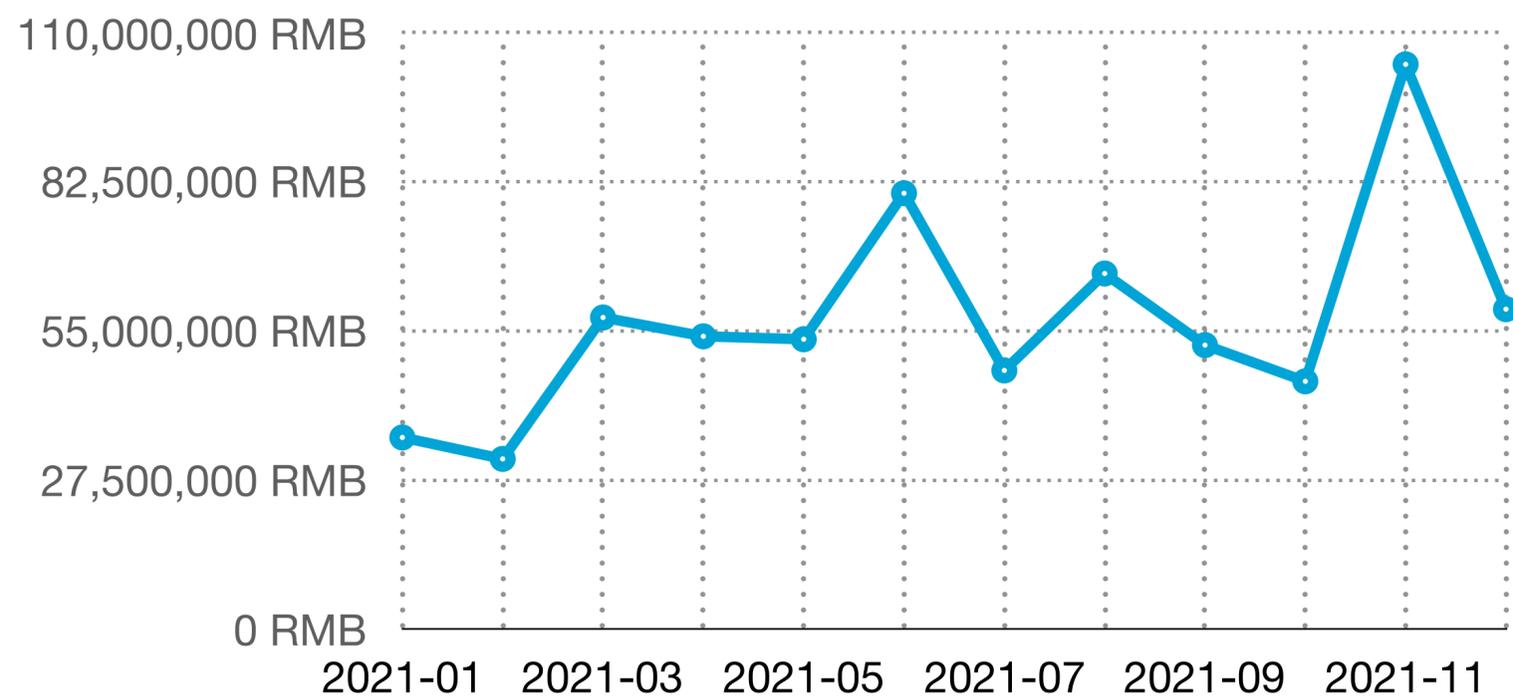
“ The product is good and should be authentic. I feel it is effective and every time I take this oral liquid for a period of time, my nails and hair will grow better.



Swisse Hair Skin Nails

THISTLE

Sub-category Sales Trend



Main Active Ingredients

Milk thistle

Turmeric

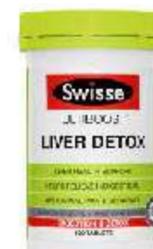
Consumer Needs

✓ Support liver health

✓ Help digestion

✓ Prevent hangover

Reviews of Hot Products



Swisse Liver Detox

“ A friend recommended this liver protection tablet, saying that he often stays up late and needs to protect liver. So I also bought a box and tried it out. It turns out to work well and i don't have the feeling of hangout.

“ I always trust the products of BY-HEALTH. I have been staying up late recently and I ate the Milk Thistle. The effect is obvious and I relieved a lot. I will continue to repurchase! Recommend!



By Health Milk Thistle

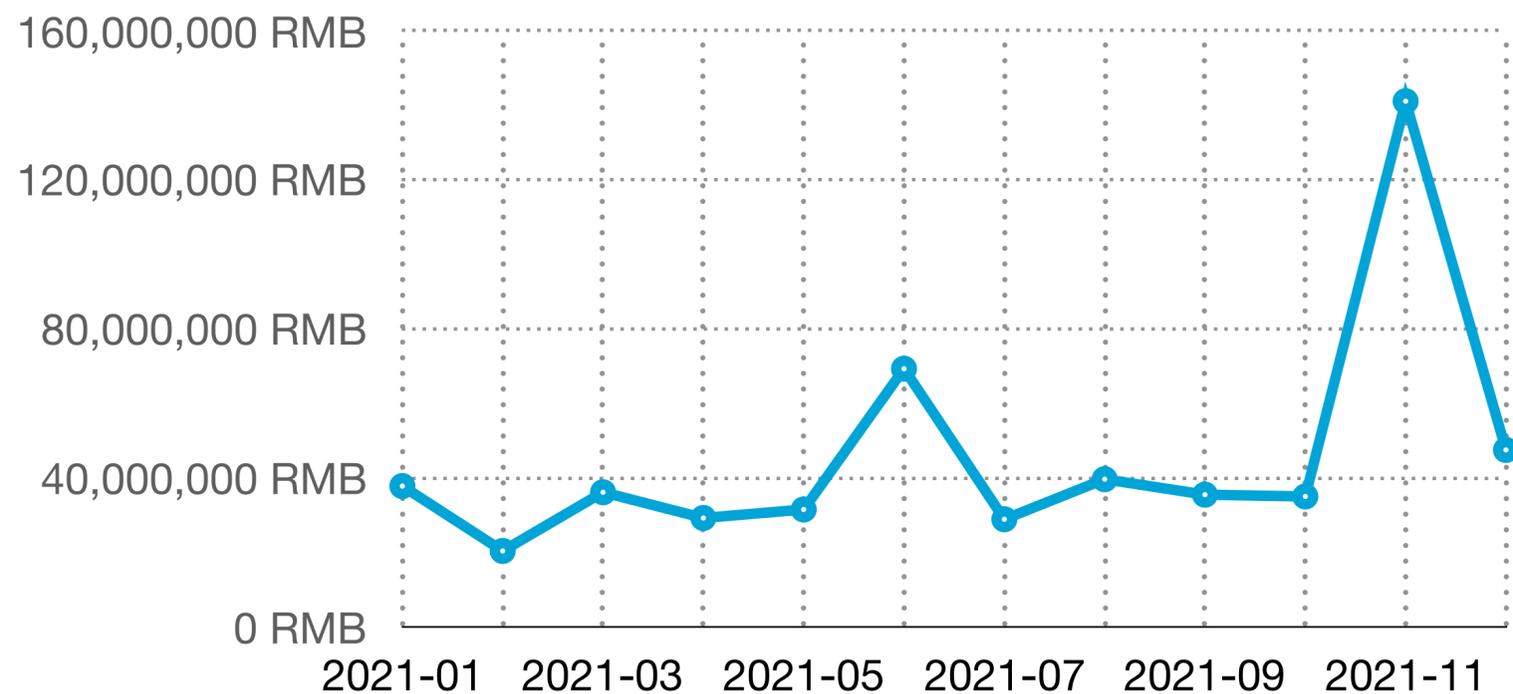


Nutrition29 Liver Health

“ Last year, I often went to bed at one or two, and my face not only had acne, but also turned dull. After taking the tablet, my complexion has improved, and I have no more acne. Even my hair is not so oily!

COENZYME Q10

Sub-category Sales Trend



Main Active Ingredients
Coenzyme Q10

Consumer Needs
✓ Maintain heart health
✓ Improve immunity

Reviews of Hot Products



NatureMade CoQ10 200mg

“

A friend recommended it and it is very good. I felt pressure in my heart before, and I was out of breath after walking a little bit. I just ate it for a few days and I have no such symptoms, so I repurchased it.

“

I bought it for my grandma. She is easily flustered recently. After eating it for more than a week, she feels pretty good recently. I will continue to make her eat it. If it works, I will repurchase it for a long time.



Puritan's Pride CO Q-10

“

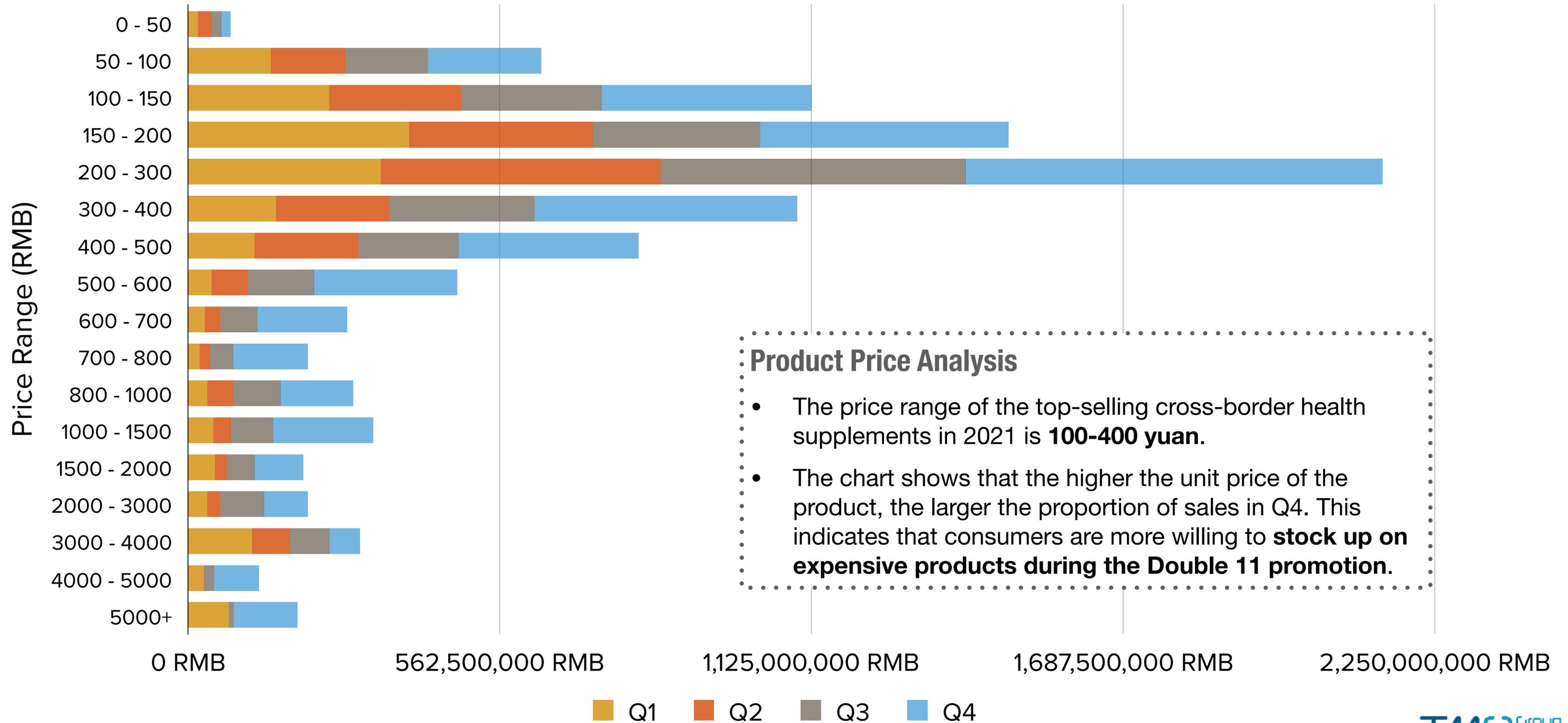
I have been taking it for a period of time, and I feel that I am no more tired, I can fall asleep quickly, and my skin is much better.



Doctor's Best
High Absorption CoQ10

PRODUCT PRICE RANGE

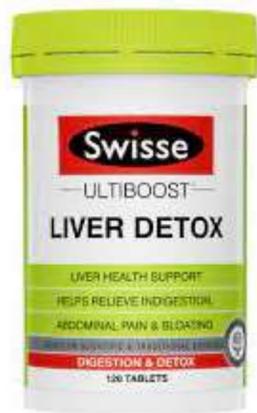
Annual Sales Revenue (RMB)



Product Price Analysis

- The price range of the top-selling cross-border health supplements in 2021 is **100-400 yuan**.
- The chart shows that the higher the unit price of the product, the larger the proportion of sales in Q4. This indicates that consumers are more willing to **stock up on expensive products during the Double 11 promotion**.

2021 TOP-SELLING PRODUCTS



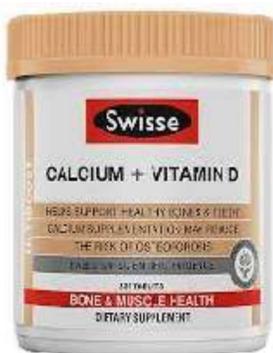
Swisse Liver Detox 120 tablets

Product type: Thistle
Brand: Swisse
Best-selling store(s): Swisse
overseas flagship store
Flagship store price: 298 RMB



BYHEALTH Milk Thistle 120 tablets

Product type: Thistle
Brand: By Health
Best-selling store(s): BYHEALTH
overseas flagship store
Flagship store price: 299 RMB



Swisse Calcium+Vitamin D 150 tablets

Product type: Calcium
Brand: Swisse
Best-selling store(s): Swisse
overseas flagship store/Tmall
global import supermarket/Ali
Health overseas store
Flagship store price: 298 RMB



Princess Luna Vaginal Probiotic 30 capsules

Product type: Probiotics
Brand: Princess Luna
Best-selling store(s): Princess
Luna overseas flagship store
Flagship store price: 298 RMB

Product Analysis

- These four products are the **regulars of the Top 15** best-selling product list both by **sales volume and by sales revenue**.
- It can be seen from the best-selling store(s) of these four products that consumers are more trustworthy and **inclined to go to brand flagship stores** for purchase.
- As a market leader, Swisse has a **diversion of product sales channels**. The sales of many products in Tmall global import supermarket and Ali Health overseas store even exceeded the sales in its flagship store.

2021 DARK-HORSE PRODUCTS

NMN products sell well

Under the circumstance of strengthening control, Nad+ supplement products are still the third in sub-category sales in 2021, and they are also regulars on the monthly bestseller list.



Real House



Misty Hill



Geneharbor



Snobel



Biowell



Esmond

Newskin: the dark-horse brand

Korean brand Newskin's two oral collagen products took the top two places on the best-selling product list in October. The average transaction price is as high as 15,000 yuan.



Newskin Oral Filorga Super Collagen + Sea Cucumber + Bird's Nest

Product type: Collagen
Brand: Newskin
List price: 82,330 RMB (Oct.)

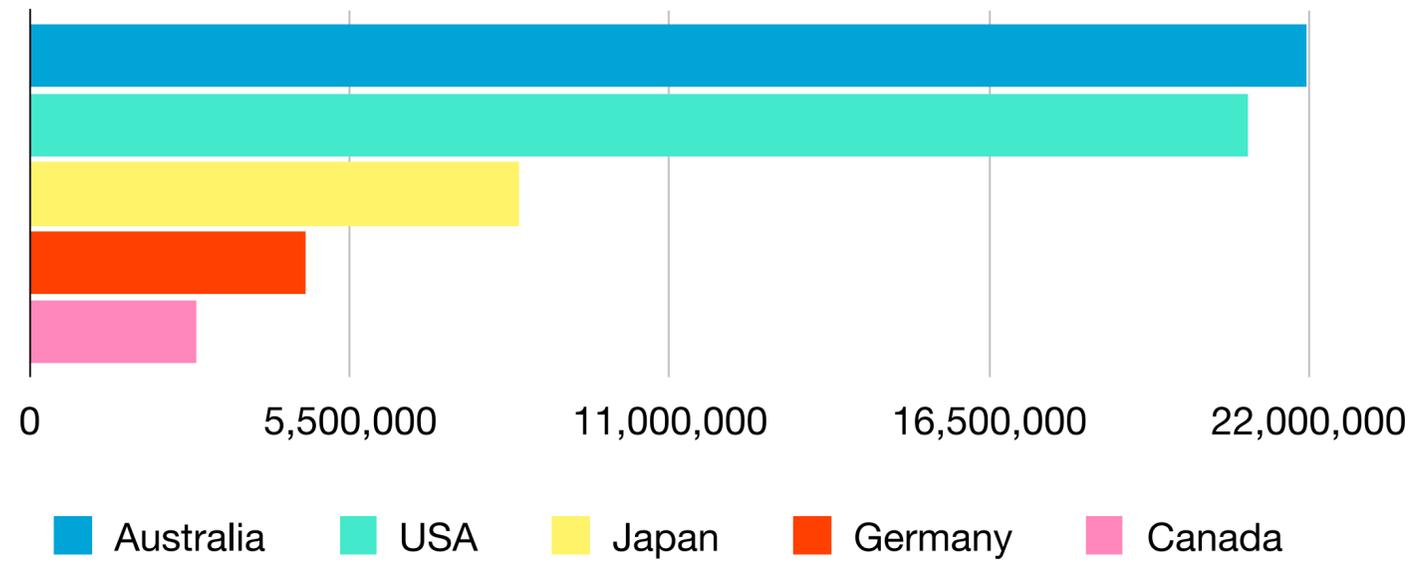


Newskin Super Collagen for Thermage/ Gelati/ Fotona 4D/ Ultrasound

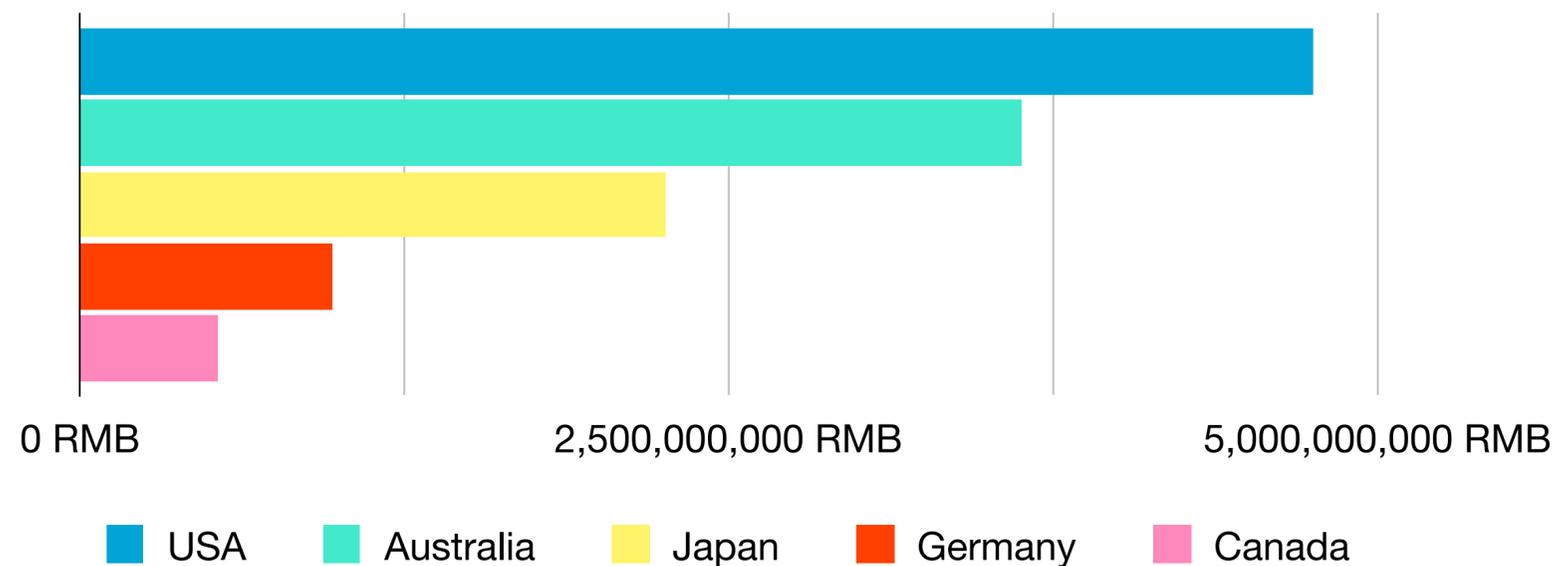
Product type: Collagen
Brand: Newskin
List price: 82,330 RMB (Oct.)

POPULAR PRODUCT FEATURES - COUNTRY OF ORIGIN

Annual Sales Volume by Country of Origin



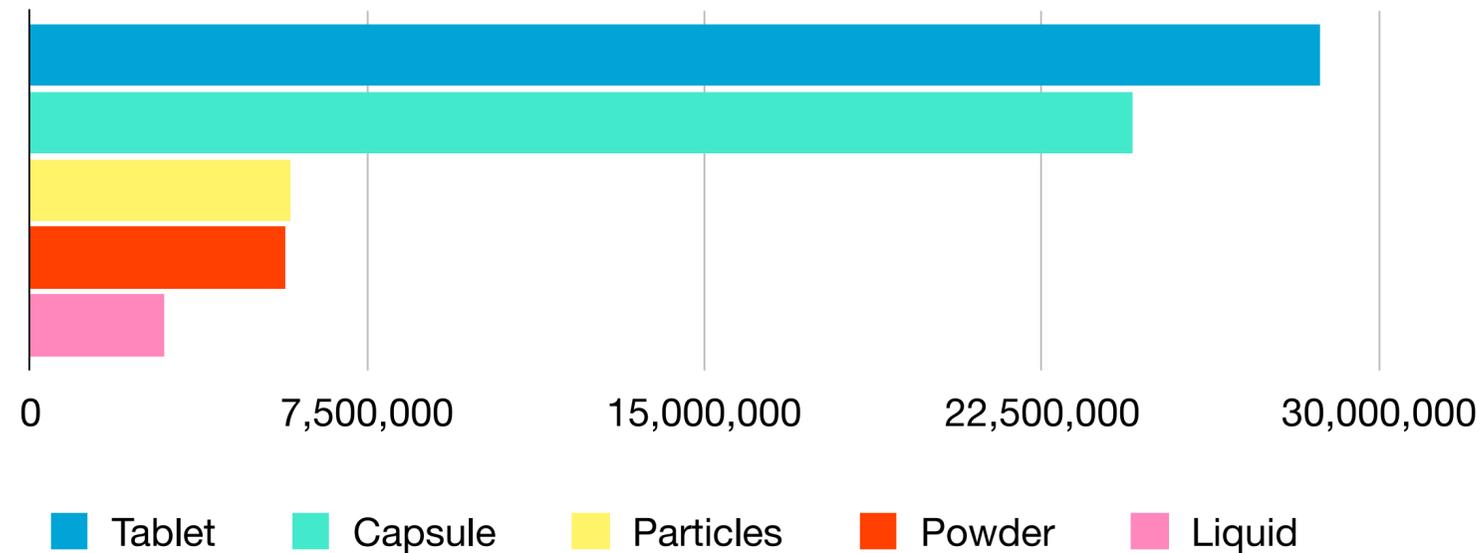
Annual Sales Revenue by Country of Origin



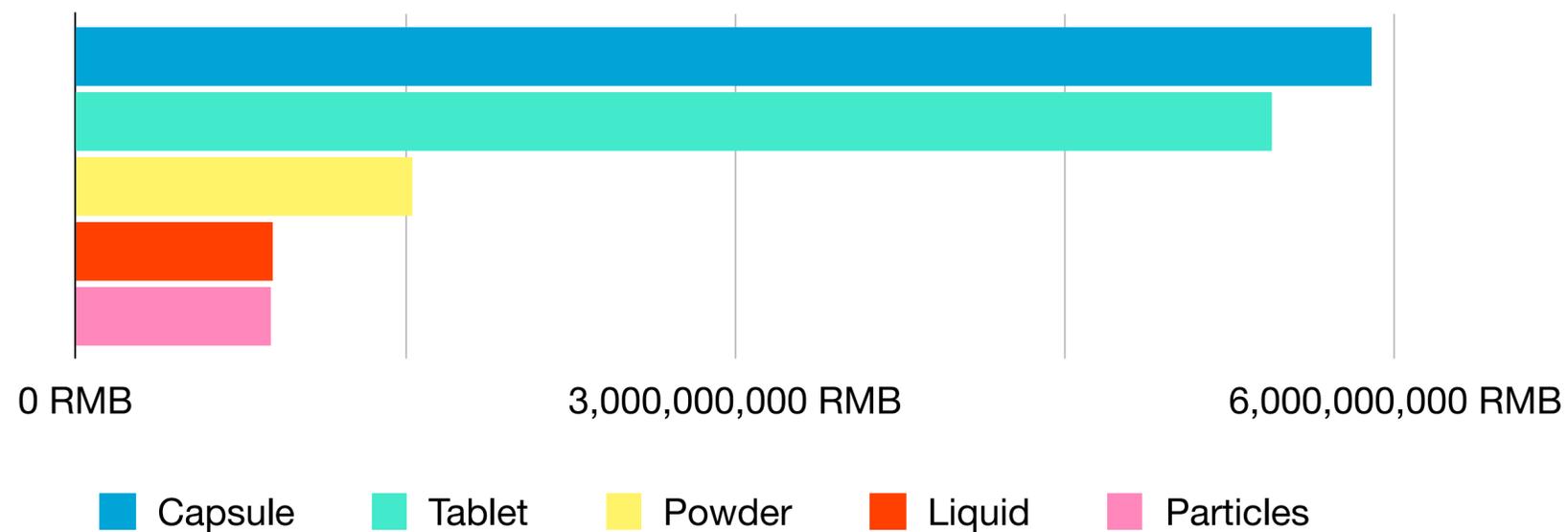
Country of Origin	Popular Brands
USA	Move Free
	GNC
	Puritan's pride
AUSTRALIA	Swisse
	Blackmores
	Life Space
JAPAN	Fancl
	Pola
	ISDG
GERMANY	Doppelherz
	Biomenta
	Elevit
CANADA	Jamieson
	Webber Naturals
	Kirkland Signature

POPULAR PRODUCT FEATURES - PRODUCT FORM

Annual Sales Volume by Product Form



Annual Sales Revenue by Product Form



Snack-formed products are trendy



Unichi
Rosa Prima Gummies



Nature's Bounty
Hair, Skin & Nail Gummies



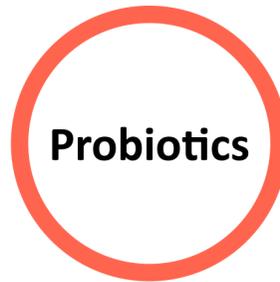
Vitafusion SleepWell
Melatonin Gummies

- Health supplements **in the form of snacks** such as gummies and jelly are increasingly popular among consumers, especially **young people**.
- Most of the local brands that have emerged in recent years focus on product packaging and portability. In contrast, the snack products of **cross-border brands** are still mostly economical and **practical in bottles** and **simple packaging**.
- The snack-formed products that consumers usually buy are: **probiotics, beauty supplements, VMS, and sleep management** products.

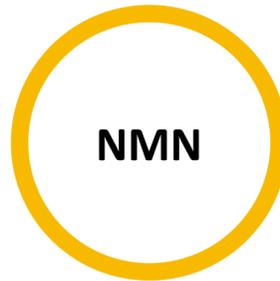
POPULAR PRODUCT FEATURES - NUTRIENTS VS BENEFITS

Popular Product Nutrients

- 1. Probiotics
- 2. Ir-32 6 billion/grain
- 3. Lactobacillus
- 4. b420 10 billion/grain



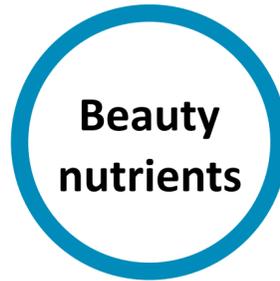
- 1. nmn
- 2. nmn(160mg/grain)
- 3. Beta-nicotinamide mononucleotide (nmn)



- 1. Glucosamine hydrochloride
- 2. Glucosamine



- 1. Hyaluronic Acid Collagen Peptide
Vitamin C Vitamin E Copper
- 2. Niacin Niacinamide CoQ10 Curcumin
- 3. I-Glutathione

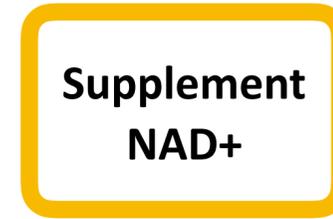


- The **nutrients** of the popular products are **closely related to their benefits**. The four main pairs are: **probiotics** for gut health, **NMN** for Nad+ supplement, **glucosamine** for support bone and joint health, and various **beauty nutrients** for healthy skin.
- In addition, products containing **citrus polyphenols** are also quite popular. Its effect of promoting fat burning and helping weight management is also the need of many consumers.

Popular Product Benefits



- 1. Regulate the intestinal flora environment
- 2. Help gastrointestinal digestion and absorption
- 3. Gastrointestinal conditioning



- 1. Supplement nad+
- 2. Supplement nmn

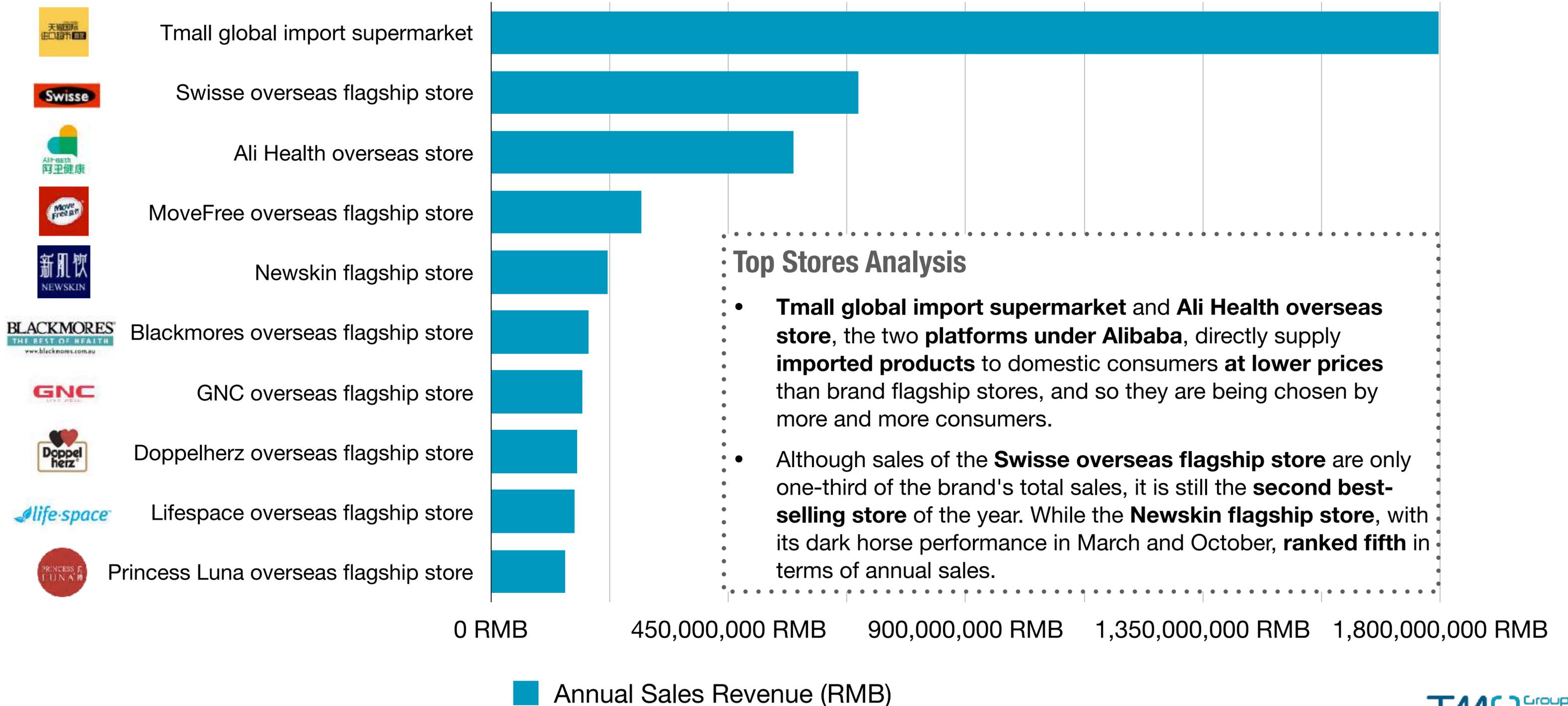


- 1. Quickly relieve pain and remove swelling
- 2. Rebuild articular cartilage and synovial fluid to promote joint self-repair
- 3. Pain relief and joint care



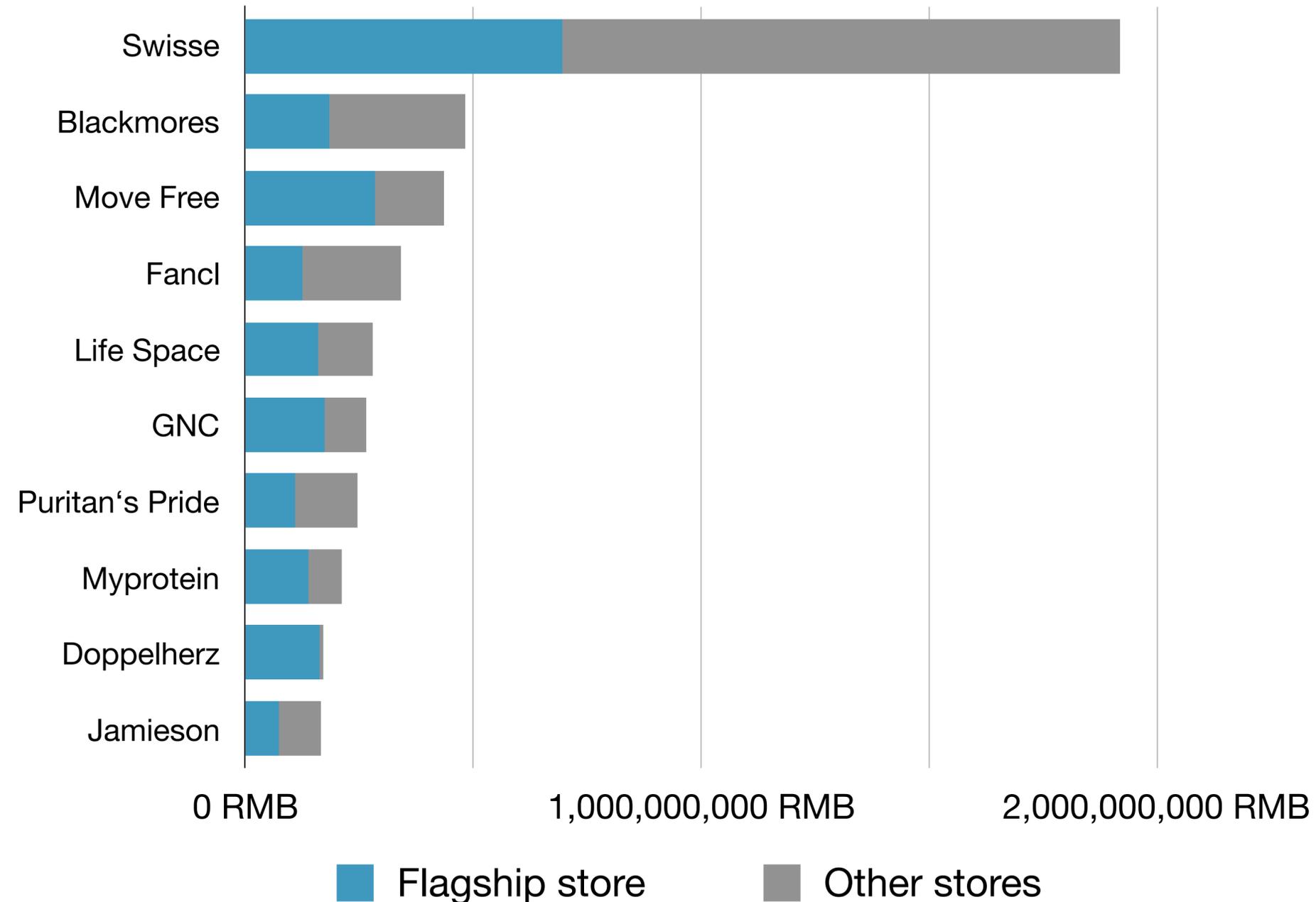
- 1. Skin brightening
- 2. Anti-aging
- 3. Help with sugar metabolism, relieve facial fine lines and wrinkles, protect cell activity
- 4. Lighten fine lines

TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS

Brand Annual Sales Revenue (RMB)



Brand	Flagship Store Sales Revenue %	Country of Origin
Swisse	36.3%	Australia
Blackmores	38.3%	Australia
Move Free	65.4%	USA
Fancl	36.6%	Japan
Life Space	56.9%	Australia
GNC	65.3%	USA
Puritan's Pride	43.9%	USA
Myprotein	65.6%	UK
Doppelherz	96.2%	Germany
Jamieson	44.5%	Canada

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 to subscribe, click to follow us on social media, or scan the QR to follow our WeChat account:



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