

TMC Group



# CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

May 2022 Edition

**FREE VERSION**



# CONTENTS

**Foreword** **3**

**Overseas Food & Supplement Market** **5**

**Sub-category Market Share** **6**

**Top 5 Best-selling Products** **7**

**Product Price Range** **10**

**Popular Product Characteristics** **11**

**Top 10 Cross-Border Stores** **12**

**Top 10 Health Supplements Brands** **13**

**Top 10 brands price distribution** **14**

Beauty and Nutrition Supplements 16

Heart Health Supplements 18

Endocrine Health Dietary Supplements 20

Comprehensive Nutrient Supplements 22

Bone and Joint Health Supplements 24

Anti-Aging Supplements 26

Digestive Supplements 28

Weight Loss Dietary Supplements 30

Sports and Weight Loss Foods 32

Probiotic Supplements 34

Other Dietary Supplements 36

Immunity Boosting Supplements 38

Eye and Vision Supplements 40

Sleep Management Supplements 42

Functional Foods 44

Respiratory Nutrition Supplements 46

Protein Powder/ Amino Acid/ Collagen 48

Plant Extracts 50

Marine Supplements 52

Vitamins/ Minerals 54

Fatty Acids/ Lipids 56

Dietary Fiber/ Carbohydrates 58

**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 2021 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.

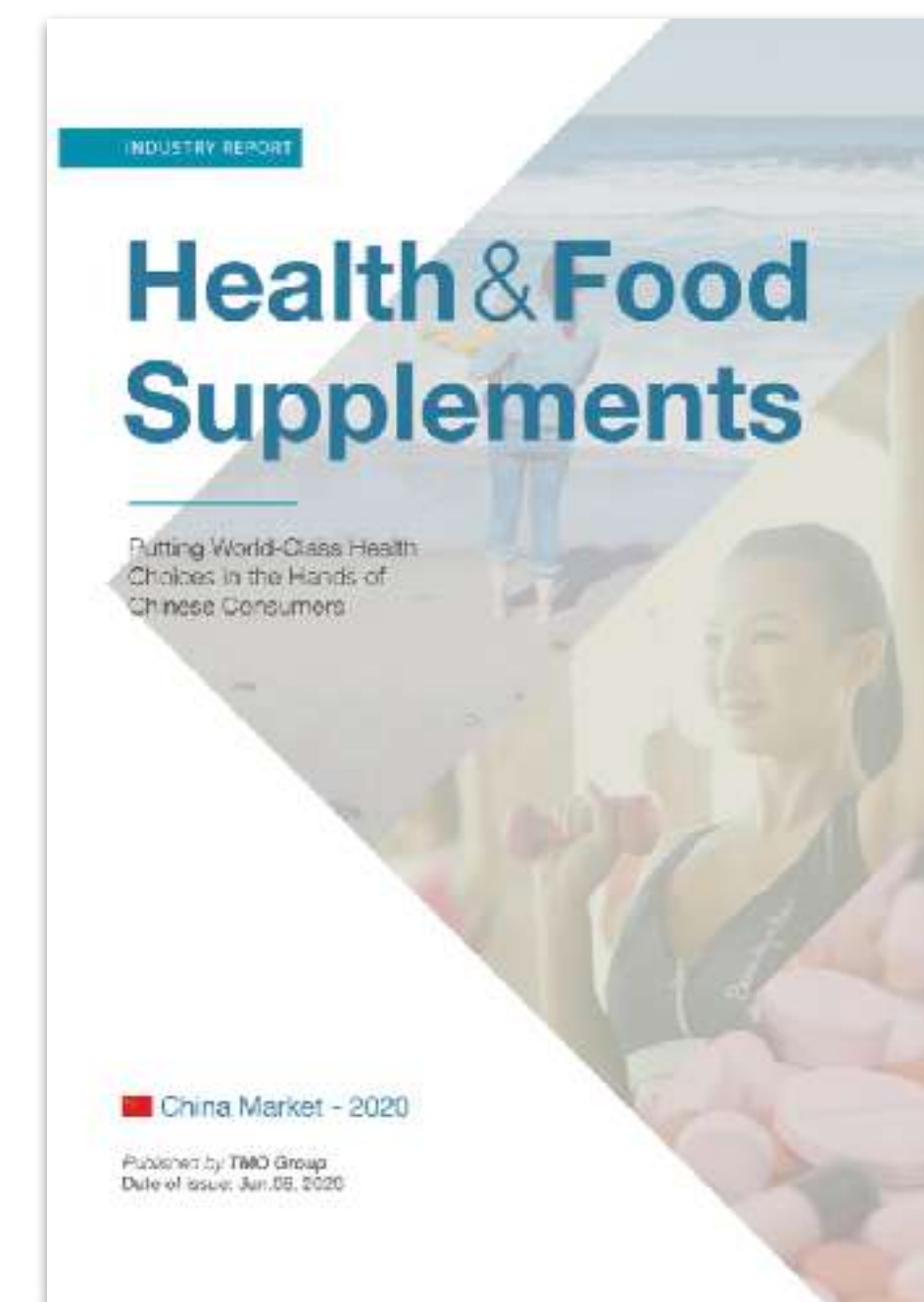
To download previous months' data packs of 2022, click on the relevant month below. For 2021 data packs, visit our data pack download page at <https://www.tmogroup.asia/downloads/category/data-pack/>

[Jan.](#) [Feb.](#) [Mar.](#) [Apr.](#)



2022

## 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

May 2022

Sales revenue: 2,043,563,869 RMB

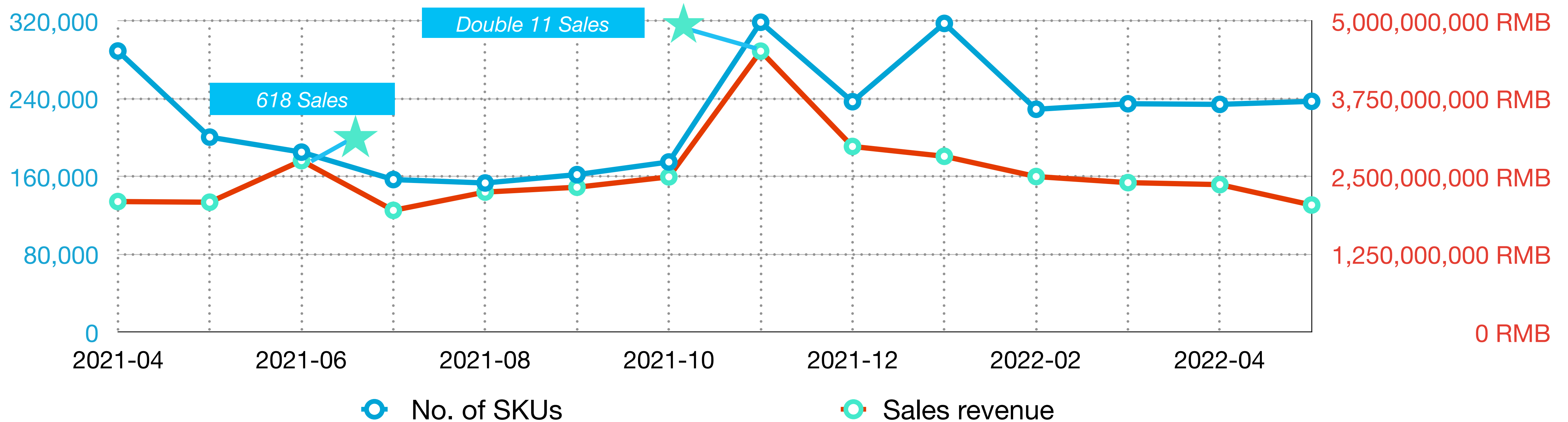
Sales volume: 7,774,816

Stores: 15,068

SKUs online: 237,413

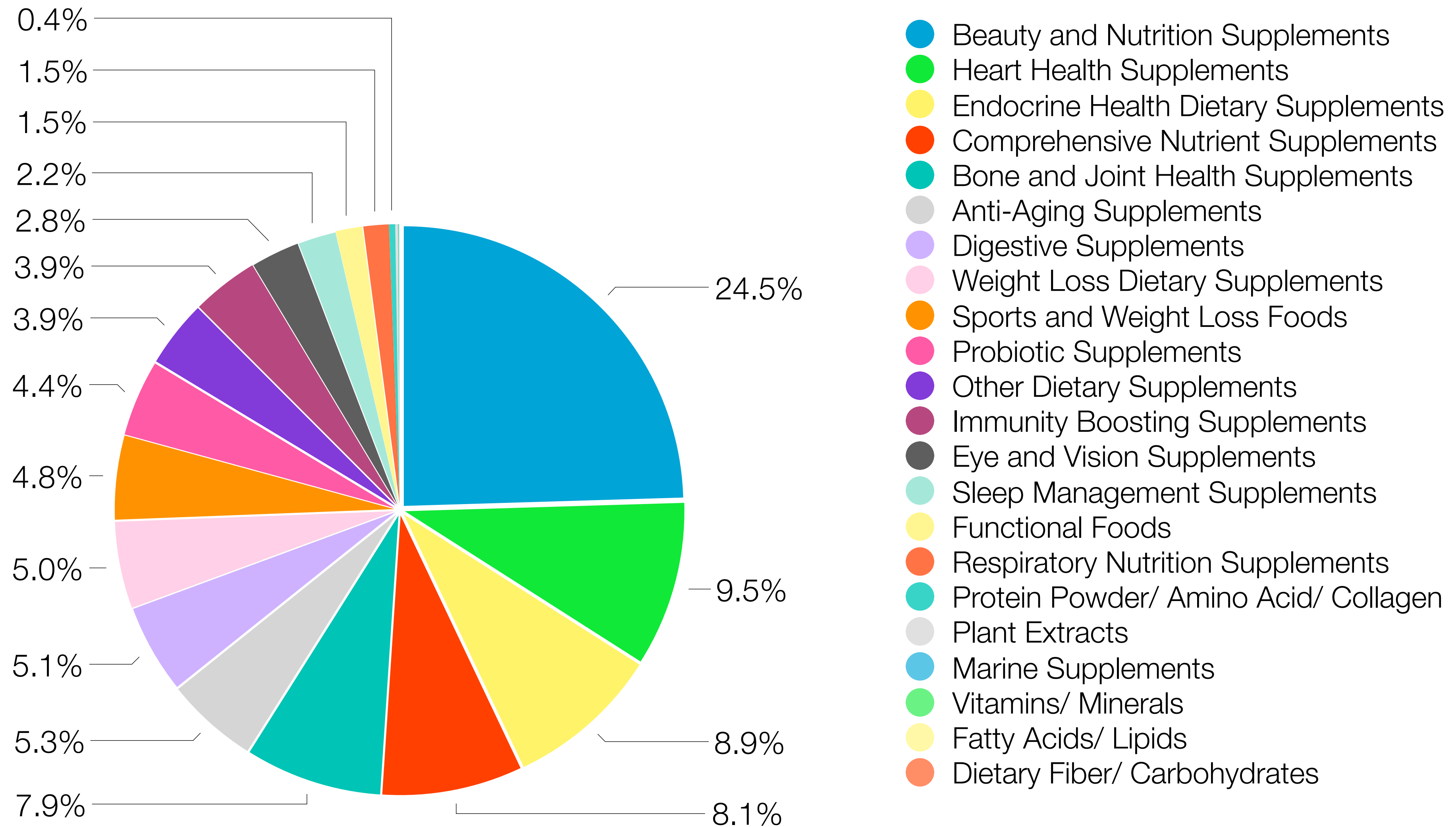
SKU Avg. price: 262.84 RMB

Historical data 2021.04 - 2022.05



\* Data was collected at beginning of April 2022, 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

Swisse/斯维诗娘娘钙VD柠檬酸钙补钙孕妇钙片150片成人维生素孕产期

Product: Calcium

Brand: Swisse

Original price: 399 RMB

Price: 181.77 RMB

Sales revenue: 11,291,916 RMB

Sales volume: 62,122

## NO. 2

BYHEALTH护夜肝片汤臣倍健奶蓟草水飞蓟熬夜营养品

Product: Thistle

Brand: byhealth

Original price: 262 RMB

Price: 262.44 RMB

Sales revenue: 9,126,613 RMB

Sales volume: 34,776

## NO. 3

热巴同款Swisse斯维诗奶蓟草片120粒水飞蓟 熬夜保健品护澳洲肝片

Product: Thistle

Brand: Swisse

Original price: 396 RMB

Price: 396.16 RMB

Sales revenue: 8,871,211 RMB

Sales volume: 22,393

## NO. 4

{日本京都研发}内调祛各种顽固口服淡去黄~买2送2进行中~

Product: Beauty supplements

Brand: 日本東京製藥

Original price: 634 RMB

Price: 633.60 RMB

Sales revenue: 12,692,909 RMB

Sales volume: 20,033

## NO. 5

月神益生菌口服胶囊女性 护理 乳酸杆菌30粒 进口益生菌 守护平衡

Product: Probiotics

Brand: Princess Luna

Original price: 298 RMB

Price: 253.00 RMB

Sales revenue: 4,747,292 RMB

Sales volume: 18,764

# TOP 5 BEST-SELLING PRODUCTS



## NO. 1

SCOPHIL deto Internal Power 9000+

Product: Beauty supplements

Brand: Scophil

Original price: 4,980 RMB

Price: 4,980.00 RMB

Sales revenue: 24,900,000 RMB

Sales volume: 5,000

## NO. 2

UHOY美国进口高端奢养 干细胞三合一营养胶囊

Product: Beauty supplements

Brand: UhoY

Original price: 9,993 RMB

Price: 9,992.56 RMB

Sales revenue: 15,378,550 RMB

Sales volume: 1,539

## NO. 3

{日本京都研发}内调祛各种顽固口服淡去黄~买2送2进行中~

Product: Beauty supplements

Brand: 日本東京製藥

Original price: 634 RMB

Price: 633.60 RMB

Sales revenue: 12,692,909 RMB

Sales volume: 20,033

## NO. 4

Swisse/斯维诗娘娘钙VD柠檬酸钙补钙孕妇钙片150片成人维生素孕期

Product: Calcium

Brand: Swisse

Original price: 399 RMB

Price: 181.77 RMB

Sales revenue: 11,291,916 RMB

Sales volume: 62,122

## NO. 5

美国原装进口 干细胞珍白雪茸四合一青春胶囊 NAD补充剂 高端奢养

Product: Beauty supplements

Brand: WDCYH

Original price: 9,793 RMB

Price: 9,793.34 RMB

Sales revenue: 10,988,127 RMB

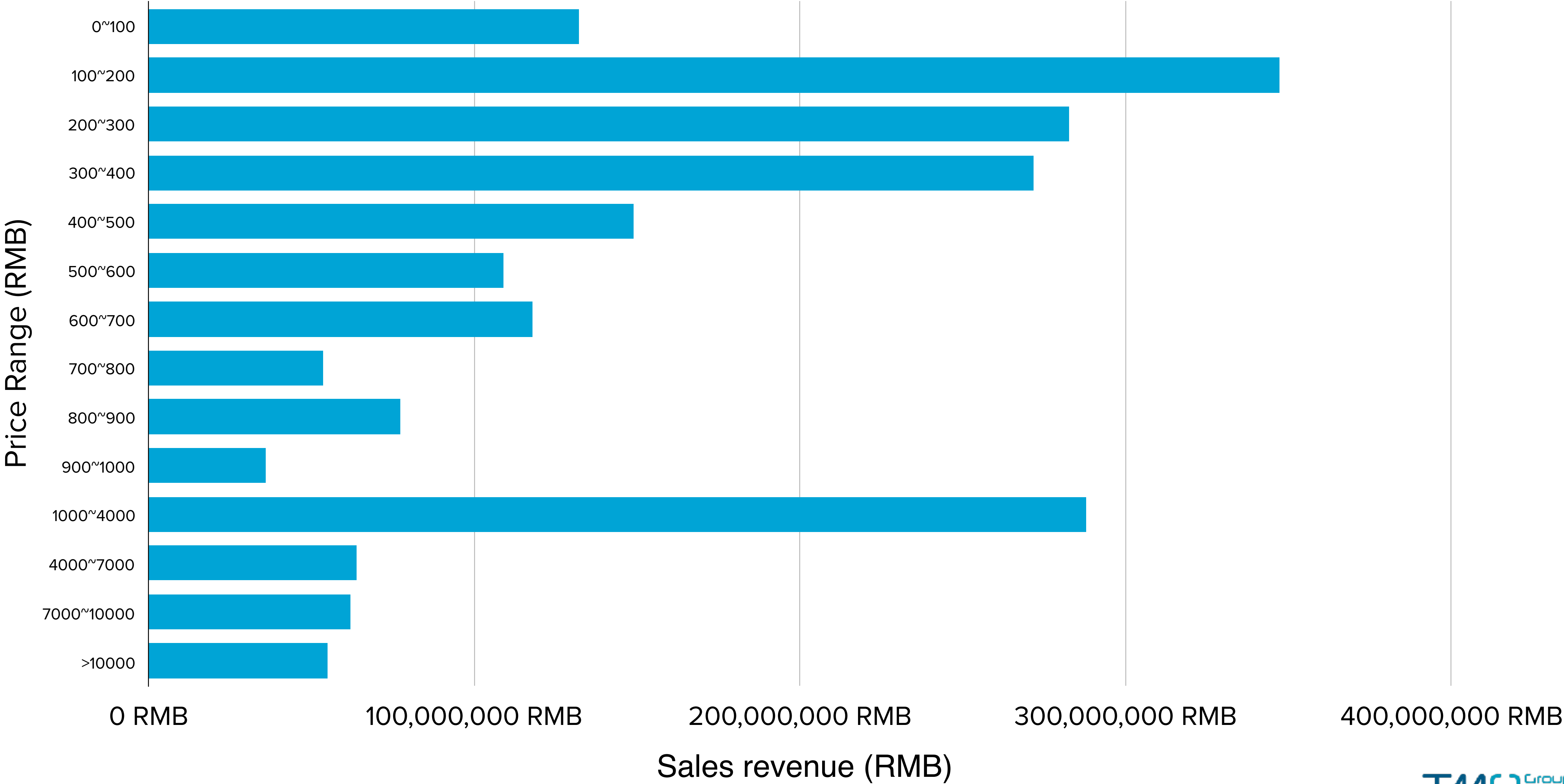
Sales volume: 1,122



# BEST-SELLING PRODUCTS (#6-15)

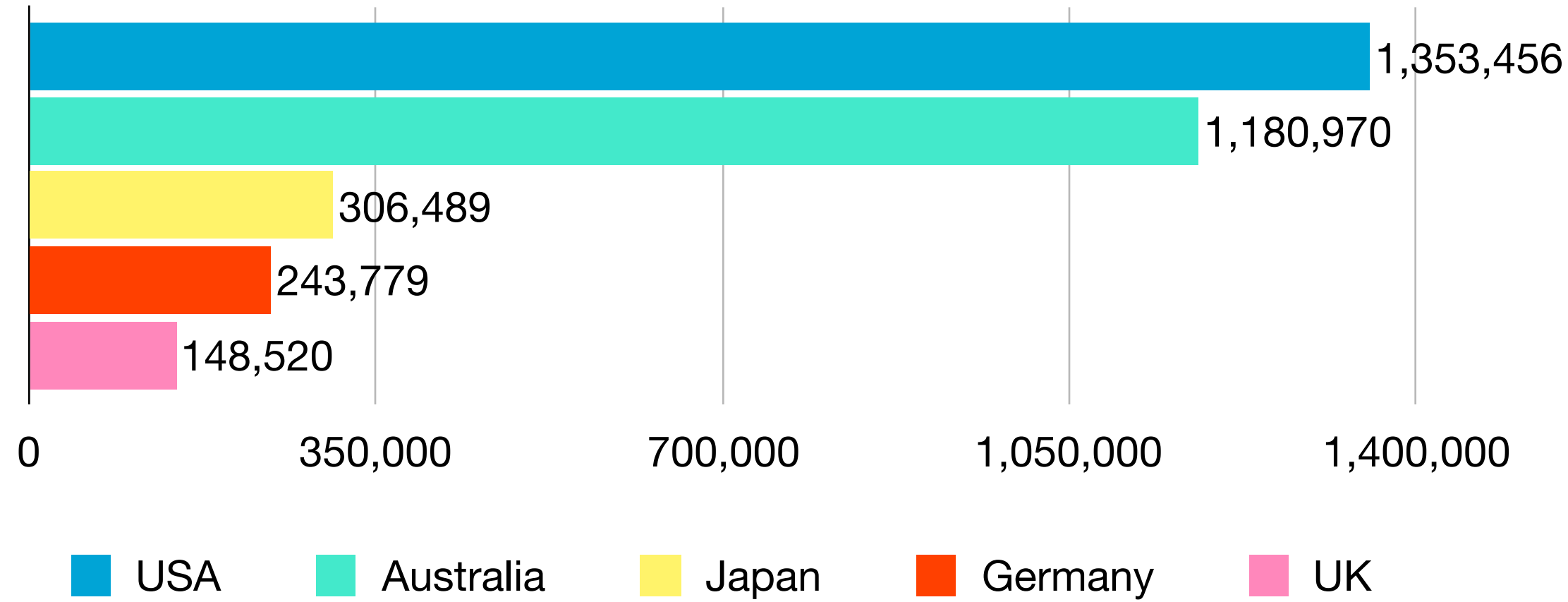
NO	PRODUCT TITLE	LINK	BRAND	ORIGINAL PRICE	PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	WDCYH美国进口珍白雪茸干细胞营养胶囊	<a href="https://item.taobao.com/item.htm?id=673909601040">https://item.taobao.com/item.htm?id=673909601040</a>	WDCYH	13,392	13,391.56	808	10,820,380
7	UHOY美国进口高端奢养干细胞三合一营养胶囊	<a href="https://item.taobao.com/item.htm?id=671665736759">https://item.taobao.com/item.htm?id=671665736759</a>	Uhoy	10,001	10,001.00	1,052	10,520,873
8	美国原装进口 高端奢养 干细胞三合一营养胶囊	<a href="https://item.taobao.com/item.htm?id=670612681184">https://item.taobao.com/item.htm?id=670612681184</a>	Uhoy	11,207	11,207.00	916	10,265,621
9	美国原装进口驻颜复合胶囊NAD+女性肌肤保养白藜芦醇 高端奢养	<a href="https://item.taobao.com/item.htm?id=669403002160">https://item.taobao.com/item.htm?id=669403002160</a>	Uhoy	8,812	8,812.00	1,060	9,340,826
10	仁和全身美白丸内服官方正品胶原蛋白片口服玻尿酸提亮去黄黑色素	<a href="https://item.taobao.com/item.htm?id=671248180779">https://item.taobao.com/item.htm?id=671248180779</a>	Sheyang	832	832.00	11,048	9,187,185
11	BYHEALTH护夜肝片汤臣倍健奶蓟草水飞蓟熬夜营养品	<a href="https://item.taobao.com/item.htm?id=612227863554">https://item.taobao.com/item.htm?id=612227863554</a>	BYHEALTH	262	262.00	34,776	9,126,613
12	美国原装进口虾清素瑞普斯REAPS呵护健康中老年磷虾油胶囊	<a href="https://item.taobao.com/item.htm?id=643353824215">https://item.taobao.com/item.htm?id=643353824215</a>	Reaps	1,002	1,002.00	9,000	9,018,000
13	美国加量增强NMN12000烟酰胺单核苷酸NAD+抗修复9600正品衰老	<a href="https://item.taobao.com/item.htm?id=650435324159">https://item.taobao.com/item.htm?id=650435324159</a>	Mega Nutrition Life	9,863	2,965.00	3,001	8,897,935
14	热巴同款Swisse斯维诗奶蓟草片120粒水飞蓟 熬夜保健品护澳洲肝片	<a href="https://item.taobao.com/item.htm?id=527050980299">https://item.taobao.com/item.htm?id=527050980299</a>	Swisse	396	396.00	22,393	8,871,211
15	针对各种顽固斑 祛满脸斑 实力祛除 准点下“斑”做女神	<a href="https://item.taobao.com/item.htm?id=672402865219">https://item.taobao.com/item.htm?id=672402865219</a>	Sheyang	832	832.00	10,194	8,477,738

# PRODUCT PRICE RANGE

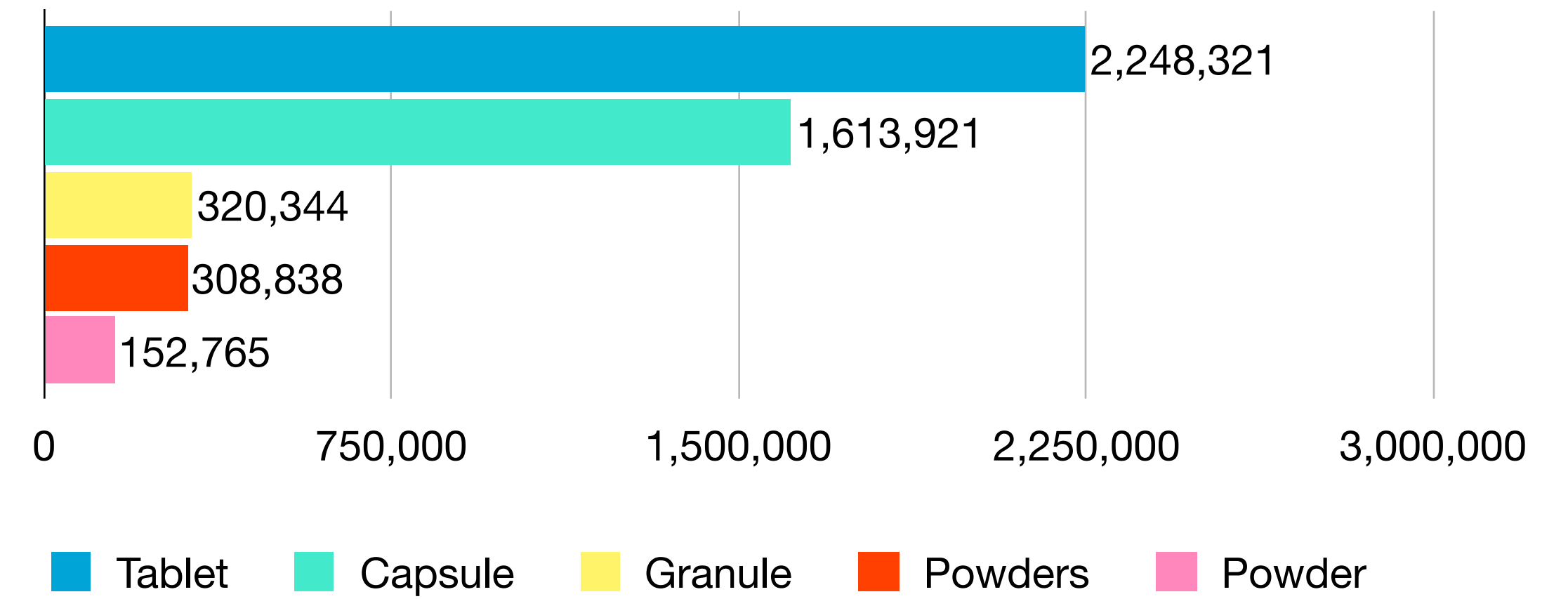


# POPULAR PRODUCT CHARACTERISTICS

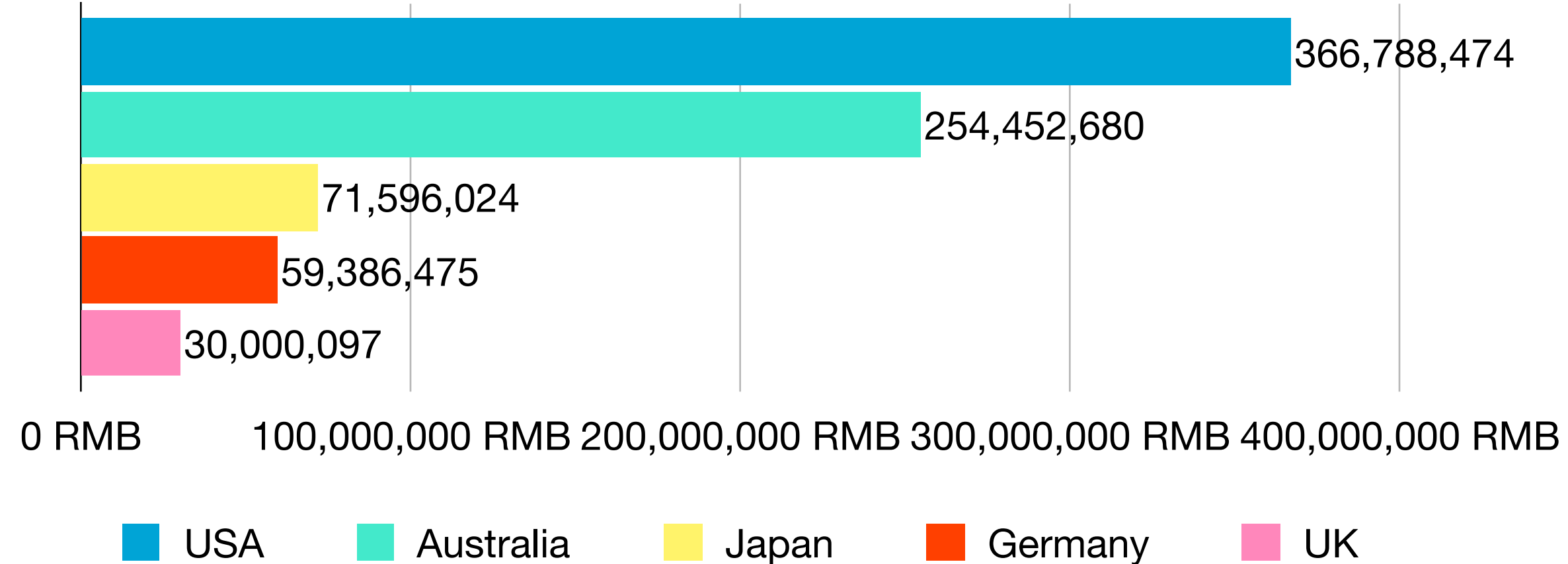
## Monthly Sales Volume by Country of Origin



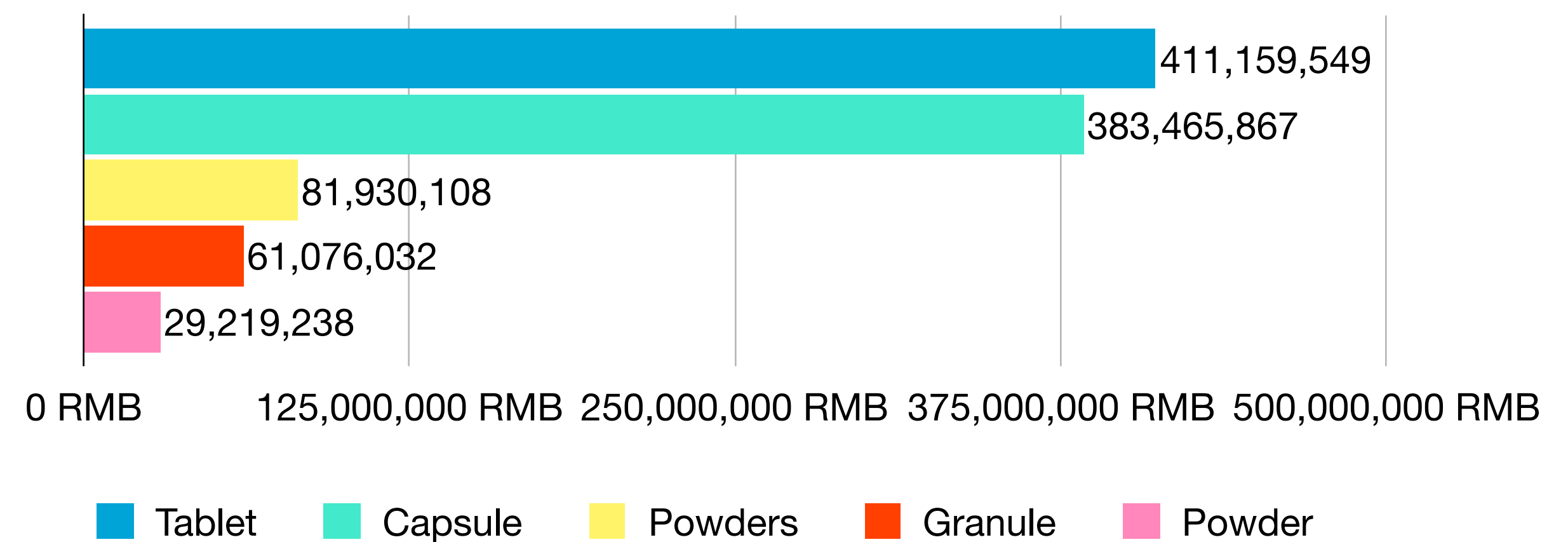
## Monthly Sales Volume by Product Form



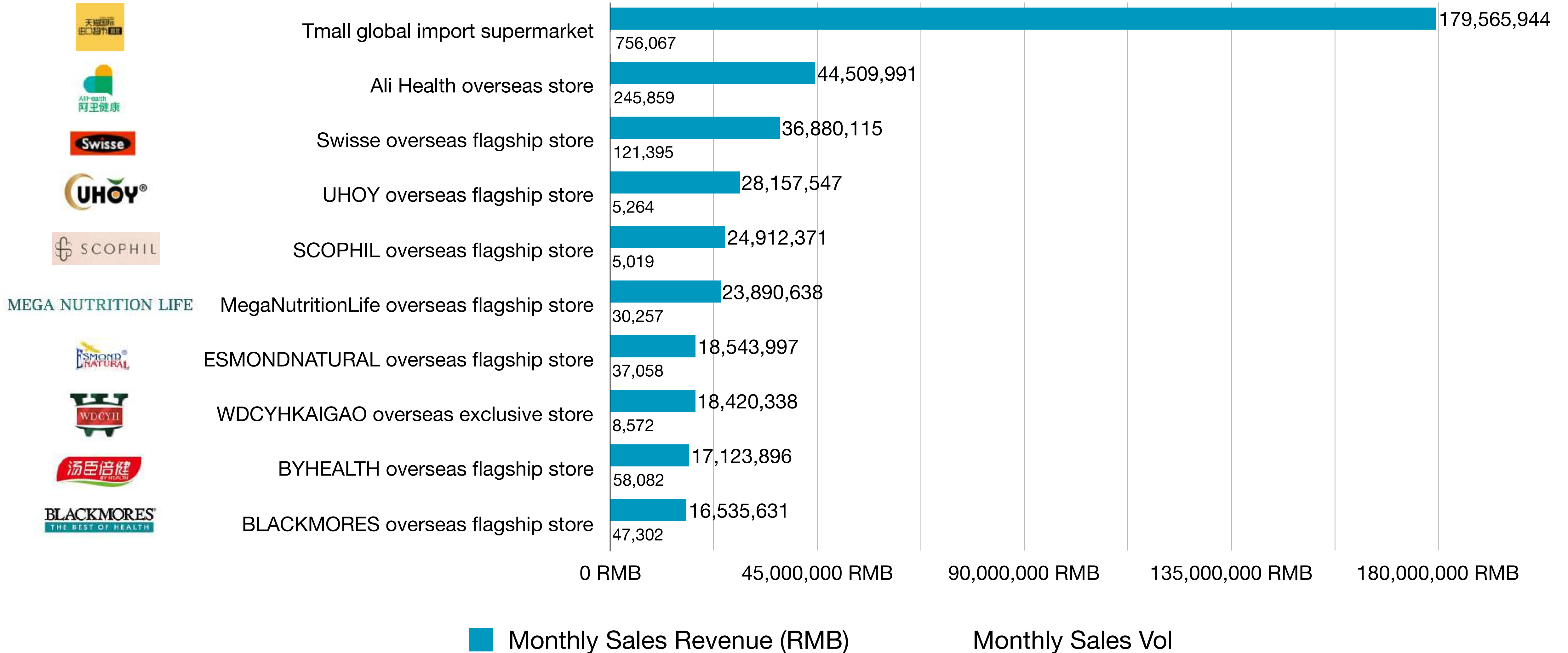
## Monthly Sales Revenue (RMB) by Country of Origin



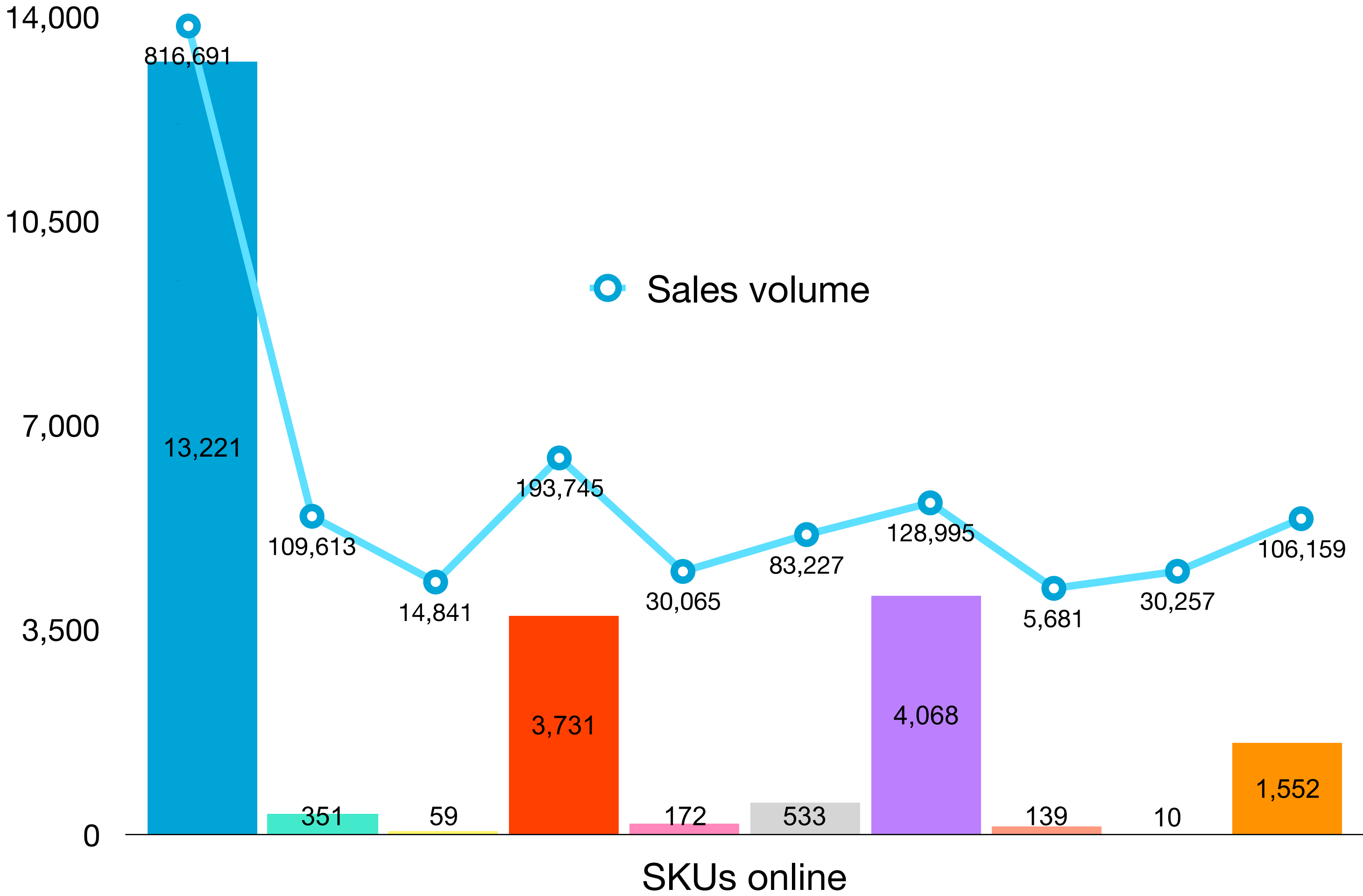
## Monthly Sales Revenue (RMB) by Product Form



# TOP 10 CROSS-BORDER STORES



# TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Swisse	164,894,608	Australia
	Reaps	74,691,792	USA
	Uhoy	65,374,503	USA
	Blackmores	51,039,399	Australia
	WDCYH	49,936,468	USA
	Esmond	38,708,536	USA
	Fancl	27,634,451	Japan
	Scophil	25,575,493	Japan
	Mega Nutrition Life	23,890,638	USA
	Life Space	23,230,574	Australia

# TOP 10 BRANDS PRICE DISTRIBUTION

	0~200 RMB	200~400 RMB	400~600 RMB	600~800 RMB	>800 RMB
Swisse	41.3%	46.8%	9.8%	1.3%	0.8%
Reaps	0.0%	13.3%	20.7%	25.4%	40.6%
Uhoy	0.0%	0.0%	3.0%	2.5%	94.5%
Blackmores	26.5%	44.5%	10.9%	0.2%	17.9%
WDCYH	0.0%	1.0%	10.2%	4.2%	84.6%
Esmond	9.3%	14.2%	19.3%	8.0%	49.2%
Fancl	28.9%	35.0%	29.0%	5.5%	1.7%
Scophil	0.0%	0.0%	0.5%	0.1%	99.4%
Mega Nutrition Life	0.0%	12.6%	26.6%	7.8%	52.9%
Life Space	33.6%	62.4%	3.6%	0.4%	0.0%

PREMIUM VERSION CONTENT

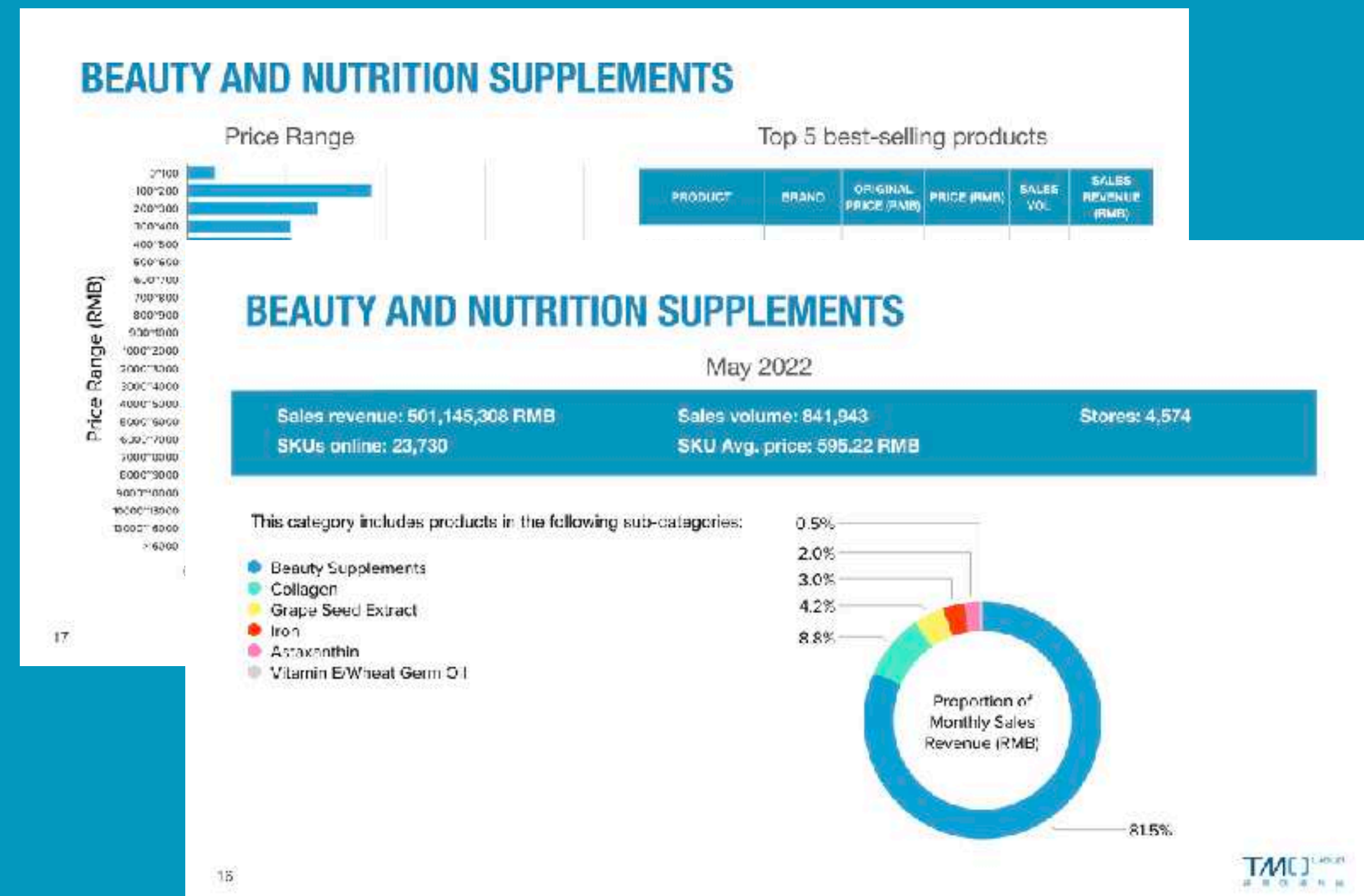
# CATEGORY DETAILS

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

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# Data upgrade notification:

In order to bring better content to readers, starting from the monthly Datapack in March 2022, TMO has optimized and adjusted the data collection methods used in the report. You will see that while the overall market structure remains unchanged, the sales data have increased to varying degrees compared with previous data packs. This is due to the **higher frequency and larger volume of data collection**, which effectively improves the aggregated results for the following fields:

- **Stores**: Data of more stores has been collected, including new and removed stores within a month.
- **Online SKUs**: Data of more SKUs has been collected, including new products and products removed from the shelves within a month.
- **Sales Volume**: Due to the collection of more SKU information (including products on and off the shelves within a month), the monthly sales volume data has increased significantly.
- **Sales Revenue**: Due to the increase in the number of SKUs and sales volumes, the data of monthly sales revenue has increased significantly; thanks to the higher frequency of collection, the price fluctuations during various promotional activities are fully considered (the price that can be reflected on the product page), which makes the sales revenue more accurate.

## \*Explanation of data deviations:

Although we have used the optimized collection method, there will still be some data deviations:

- Accuracy of sales volume: Since the collection is affected by the rapid removal of some products, the sales volume can still be slightly lower than the actual situation.
- Accuracy of sales revenue: The prices collected by multiple products may not reflect the actual average transaction price of the products; information such as platform discounts and store coupons cannot be collected on the public product page.

The overall data accuracy is 90%, and some brands may have large deviations. Please be cautious when using the data.





# 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.*