CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

January 2023 Edition

FREE VERSION

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

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Foreword

It's been more than two years 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.

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.

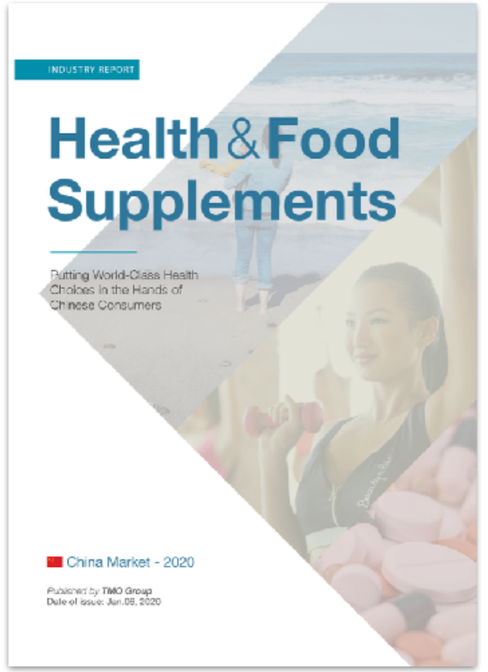
If you have more specific data research or information requirements, please reach out and Contact Us.

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/

Also by TMO Group:



TMO's 2022 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/

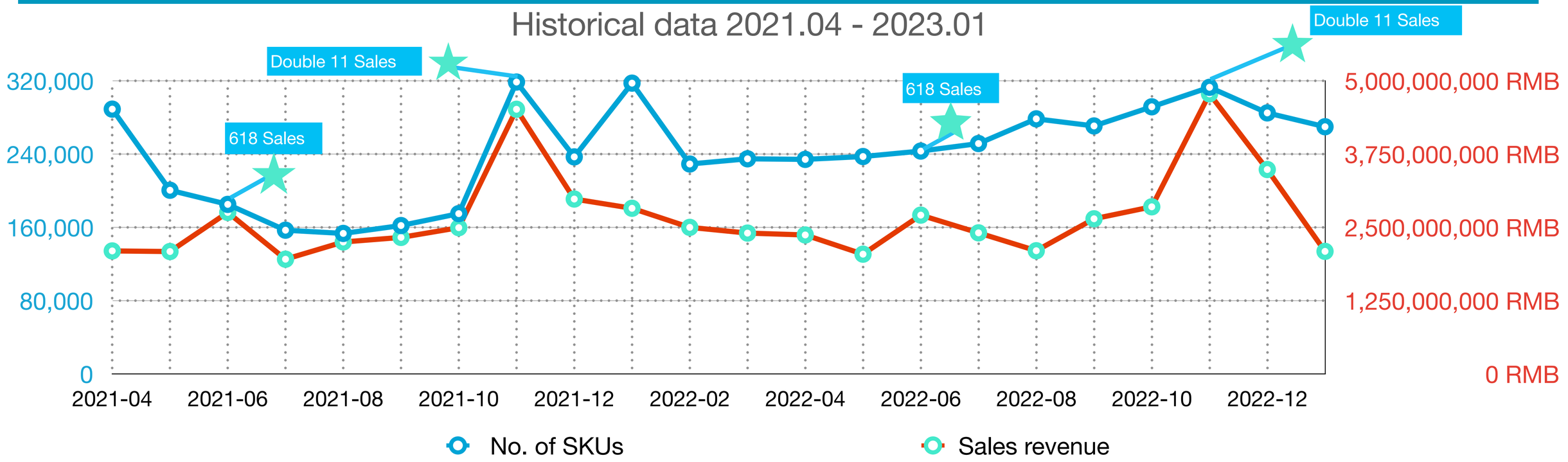
OVERSEAS FOOD & SUPPLEMENT MARKET

2023.01

Sales revenue: 2,091,660,348 RMB | **Sales volume: 6,652,728** | **Stores: 13,805**

SKUs online: 269,943 | **SKU Avg. price: 314.41 RMB**

Historical data 2021.04 - 2023.01



*Data was collected at beginning of February 2023, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

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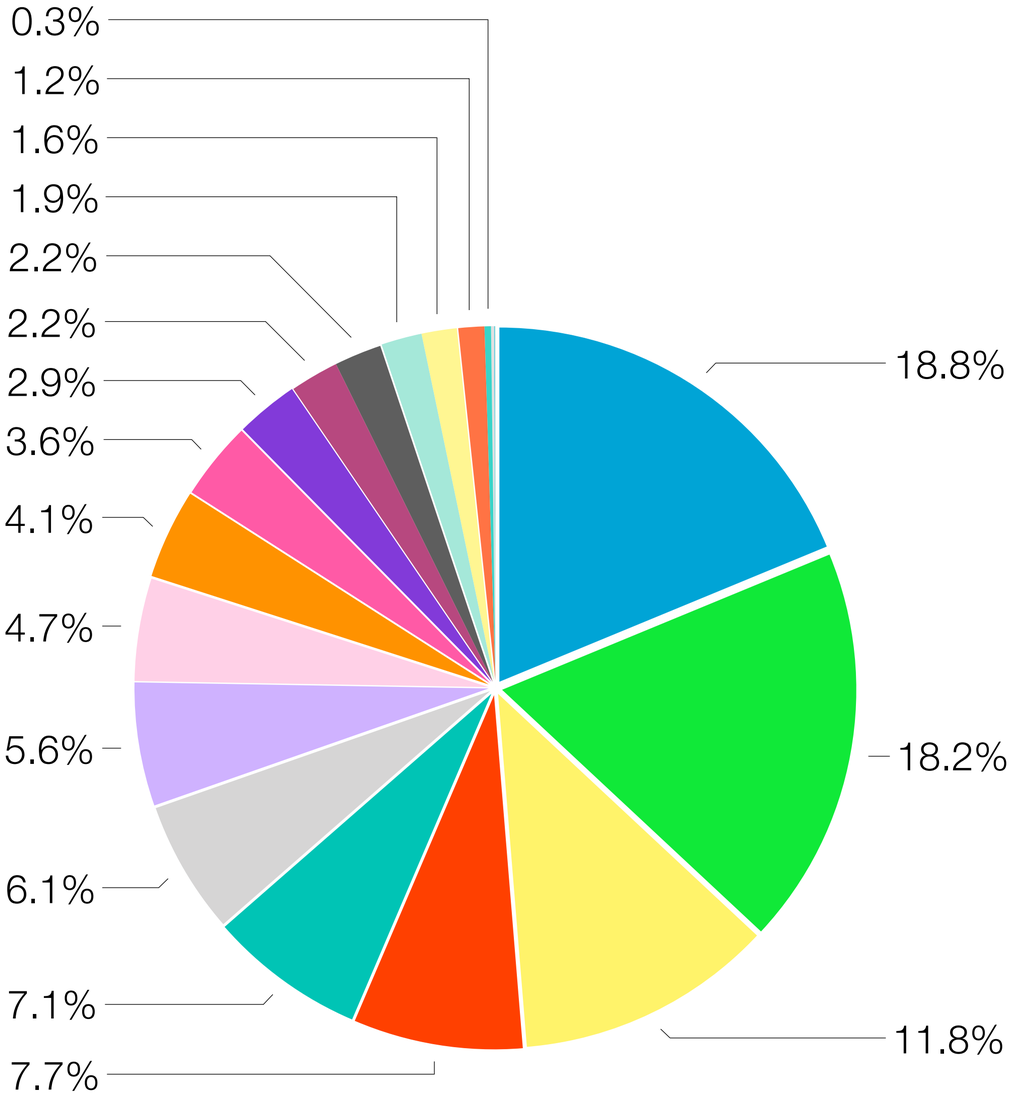
SUB-CATEGORY MARKET SHARE



- Endocrine Health Dietary Supplements
- Heart Health Supplements
- Beauty and Nutrition Supplements
- Comprehensive Nutrient Supplements
- Respiratory Nutrition Supplements
- Probiotic Supplements
- Digestive Supplements
- Bone and Joint Health Supplements
- Weight Loss Dietary Supplements
- Other Dietary Supplements
- Immunity Boosting Supplements
- Eye and Vision Supplements
- Anti-Aging Supplements
- Sports and Weight Loss Foods
- Sleep Management Supplements
- Functional Foods
- Marine Supplements
- Protein Powder/ Amino Acid/ Collagen
- Plant Extracts
- Vitamins/ Minerals
- Fatty Acids/ Lipids
- Dietary Fiber/ Carbohydrates

*Ranked by monthly sales revenue

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TOP 5 BEST-SELLING PRODUCTS

NO. 1

【李现同款】澳洲life space320亿益生菌好肠态养胃蓝朋友第四餐

Product: Probiotics

Brand: Life Space

Original price: 320 RMB

Price: 263.00 RMB

Sales revenue: 14,376,369 RMB

Sales volume: 54,663

NO. 2

BYHEALTH护肝片汤臣倍健奶蓟草夜肝片水飞蓟熬夜加班男女士肝脏

Product: Thistles

Brand: By-health

Original price: 319 RMB

Price: 319.03 RMB

Sales revenue: 14,094,426 RMB

Sales volume: 44,179

NO. 3

原装进口水飞蓟素奶蓟草软胶囊熬夜健旺加班肝脏男女保健营养品

Product: Thistles

Brand: sorlife

Original price: 999 RMB

Price: 379.66 RMB

Sales revenue: 12,727,342 RMB

Sales volume: 33,523

NO. 4

美国进口增强DHA学生记忆力儿童青少年成人高中生补充脑力素胶囊

Product: Fish oil/deep sea fish oil

Brand: folotto

Original price: 399 RMB

Price: 391.55 RMB

Sales revenue: 11,946,191 RMB

Sales volume: 30,510

NO. 5

gnc健安喜美国进口还原泛醇辅酶q10心脏保健品ql0软胶囊心肌辅酶

Product: Ubiquinol/Ubiquinone/ CoQ10

Brand: GNC

Original price: 469 RMB

Price: 458.22 RMB

Sales revenue: 11,484,826 RMB

Sales volume: 25,064

 *Ranked by monthly sales volume

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TOP 5 BEST-SELLING PRODUCTS

NO. 1

美国进口养发胶囊防秀发护发胱氨酸刺梨复合片头发营养维生素B6B7

Product: B vitamins

Brand: folotto

Original price: 864 RMB

Price: 864.00 RMB

Sales revenue: 17,313,696 RMB

Sales volume: 20,039

NO. 2

美国原装进口肺部槲皮素肺部保健枇杷罗汉果复合片畅快呼吸保养品

Product: Quercetin Extract

Brand: BOOMHUE

Original price: 1,610 RMB

Price: 1,610.25 RMB

Sales revenue: 16,360,140 RMB

Sales volume: 10,160

NO. 3

美国进口肺部保健品畅快呼吸肺动力保养品姬苡蓉枇杷罗汉果斛皮素

Product: Quercetin Extract

Brand: BOOMHUE

Original price: 1,590 RMB

Price: 1,590.27 RMB

Sales revenue: 16,134,879 RMB

Sales volume: 10,146

NO. 4

【买3送1】美国原装进口槲皮素琵琶罗汉果复合片提取肺畅快呼吸

Product: Quercetin Extract

Brand: BOOMHUE

Original price: 1,495 RMB

Price: 1,494.72 RMB

Sales revenue: 15,114,609 RMB

Sales volume: 10,112

NO. 5

美国进口安美奇黑樱桃西芹籽植物精华复合片酸值平衡关节健康

Product: Uric acid conditioning food

Brand: Reaps

Original price: 1,478 RMB

Price: 1,477.54 RMB

Sales revenue: 14,929,064 RMB

Sales volume: 10,104

*Ranked by monthly sales revenue

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BEST-SELLING PRODUCTS (#6-15)

NO	PRODUCT TITLE	LINK	BRAND	ORIGINAL PRICE	PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	[买3送1] 美国进口苦瓜素血糖葡萄糖分解酶 饮食自由	https://item.taobao.com/item.htm?id=675426593530	funrich	2,380	2,379.83	6,075	14,457,467
7	【李现同款】澳洲life space320亿益生菌好肠态养胃蓝朋友第四餐	https://item.taobao.com/item.htm?id=530687190024	Life Space	320	263.00	54,663	14,376,369
8	【买4送2】美国高端品牌JEMLLO黑樱桃西芹菜籽植物精华素复合片	https://item.taobao.com/item.htm?id=679571433394	swanson	1,419	1,419.13	10,011	14,206,910
9	BYHEALTH护肝片汤臣倍健奶蓟草夜肝片水飞蓟熬夜加班男女士肝脏	https://item.taobao.com/item.htm?id=630213366765	BYHEALTH	319	319.03	44,179	14,094,426
10	买四送二commays美国进口皂苷血糖葡萄糖分解天然分子口服铬元素	https://item.taobao.com/item.htm?id=680988534916	funrich	2,544	2,544.37	5,039	12,821,080
11	原装进口水飞蓟素奶蓟草软胶囊熬夜健旰加班肝脏男女保健营养品	https://item.taobao.com/item.htm?id=664717629816	sorlife	999	379.66	33,523	12,727,342
12	【买4送3】美国进口FUNRICH南极磷虾油软化胶囊磷脂虾青素中老年	https://item.taobao.com/item.htm?id=681471782792	funrich	2,052	2,051.86	6,064	12,442,479
13	【买3送1】槲皮素美国原装进口琵琶罗汉果复合片提取肺畅快呼吸	https://item.taobao.com/item.htm?id=695740669017	BOOMHUE	1,194	1,194.00	10,207	12,187,158
14	【买4送2】美国原装进口黑樱桃西芹籽芹菜复合片植物提取健康关节	https://item.taobao.com/item.htm?id=680857043933	BOOMHUE	1,204	1,204.39	10,021	12,069,192
15	【买4送3】进口FUNRICH南极磷虾油天然胰岛控指稳定瑭管家中老年	https://item.taobao.com/item.htm?id=680761805263	funrich	2,356	2,356.26	5,074	11,955,663

 *Ranked by monthly sales revenue

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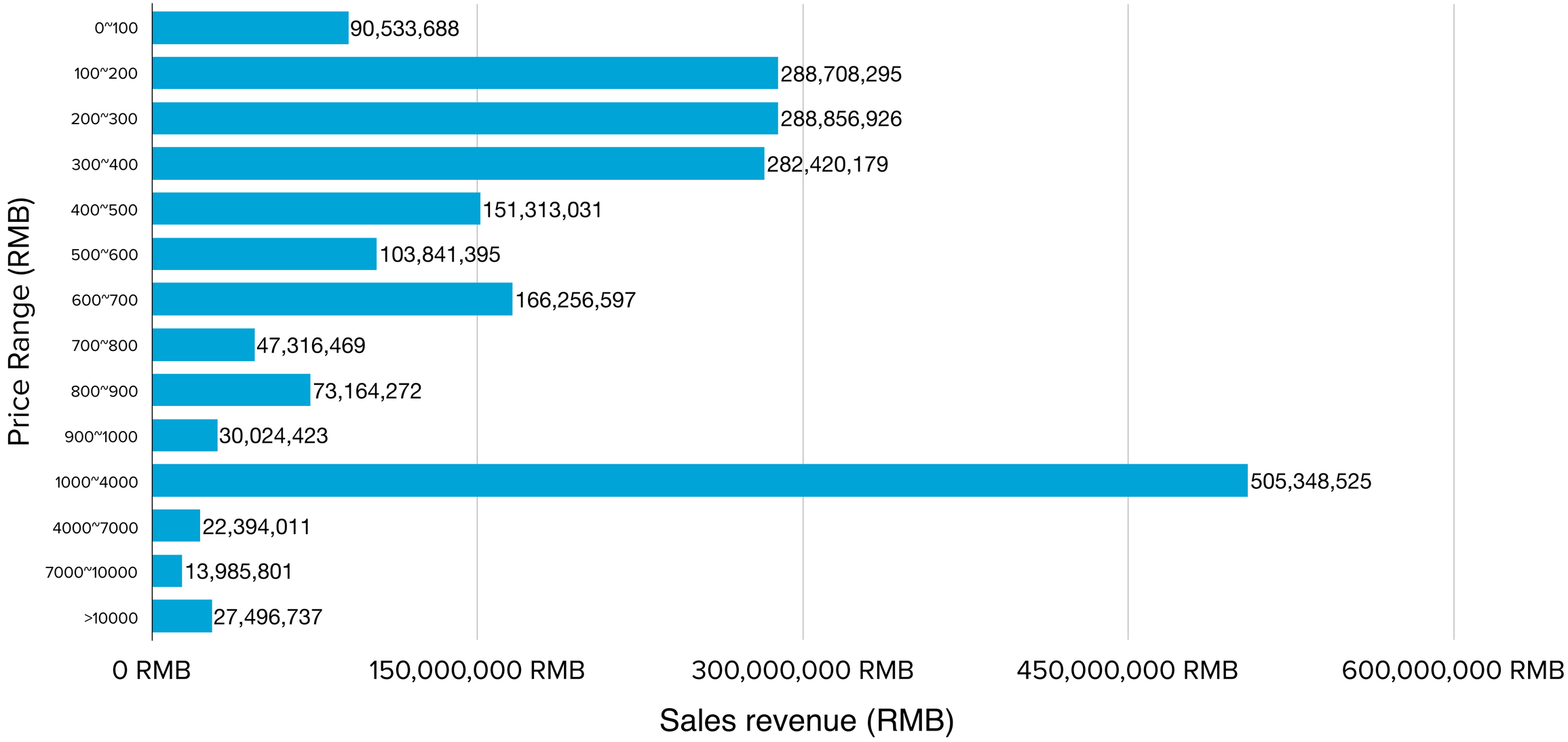
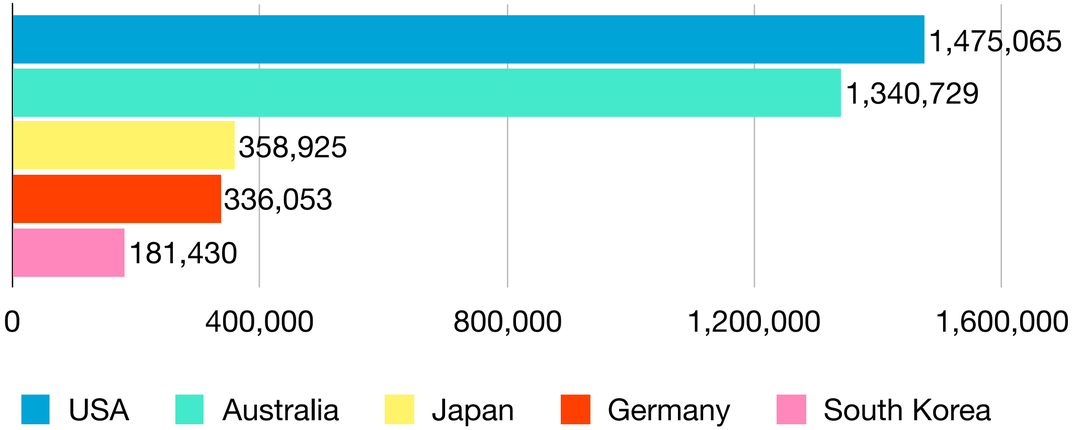
PRODUCT PRICE RANGE

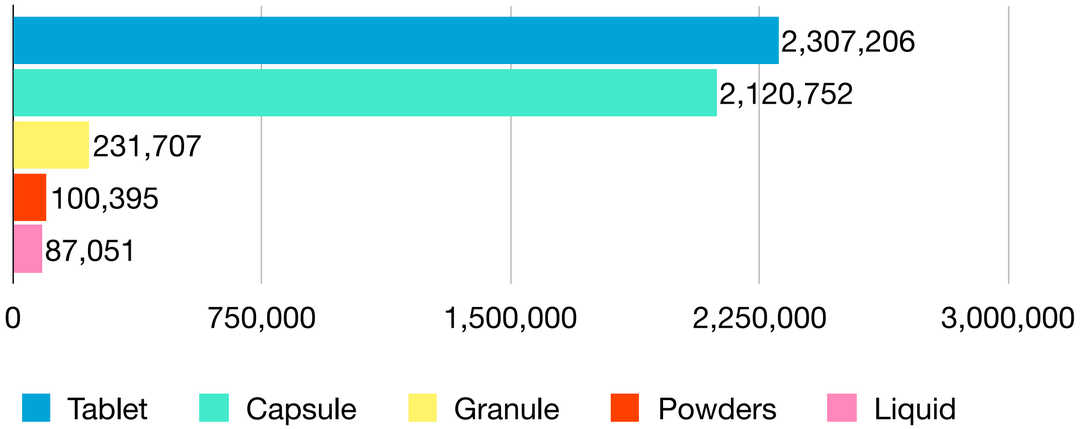


POPULAR PRODUCT CHARACTERISTICS

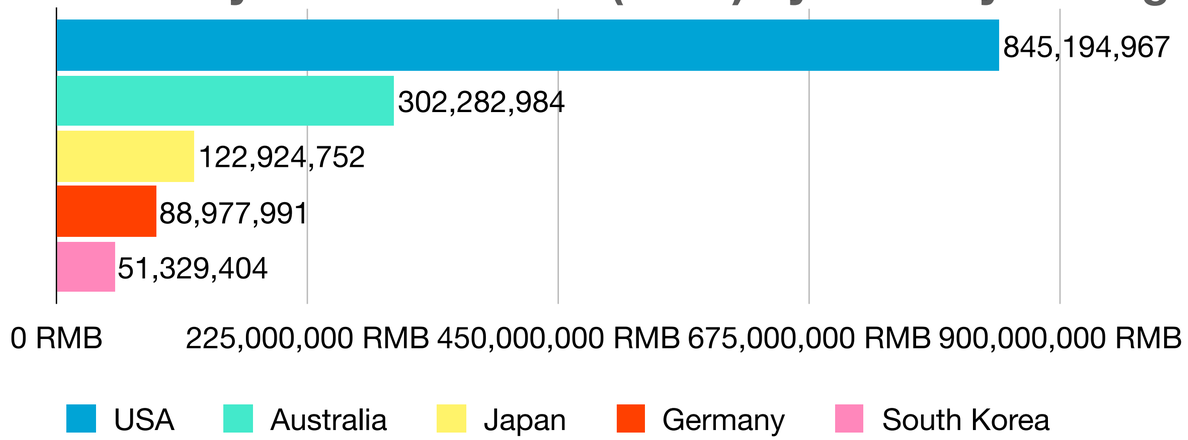
Monthly Sales Volume by Country of Origin



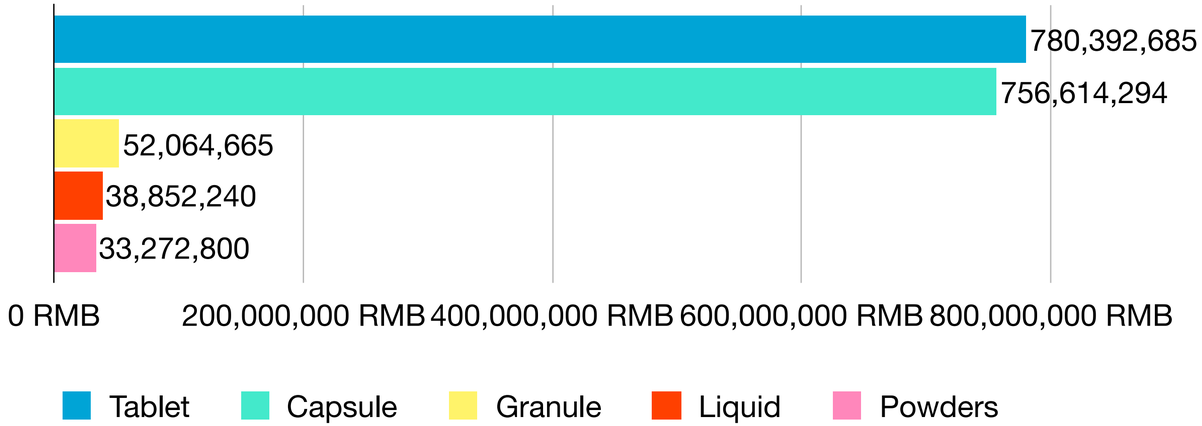
Monthly Sales Volume by Product Form



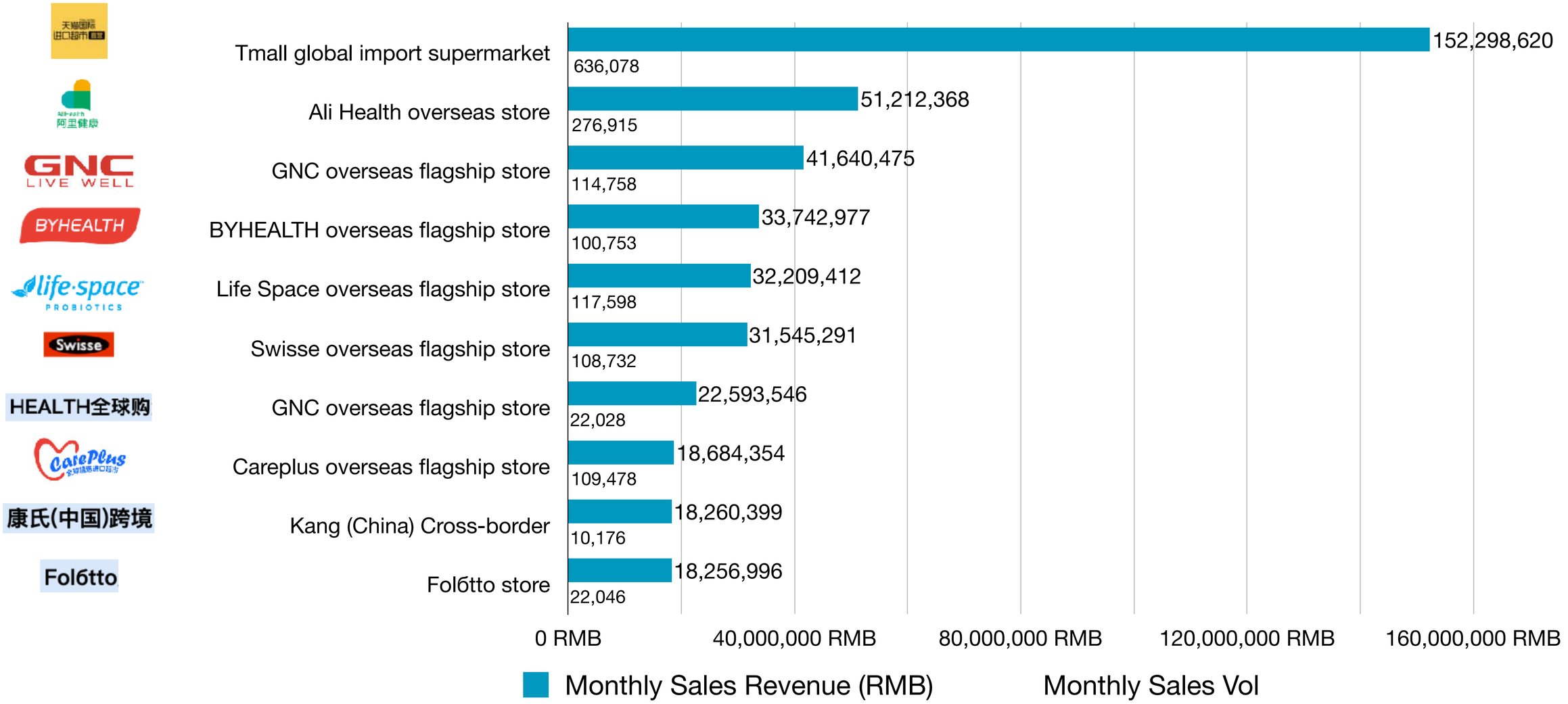
Monthly Sales Revenue (RMB) by Country of Origin



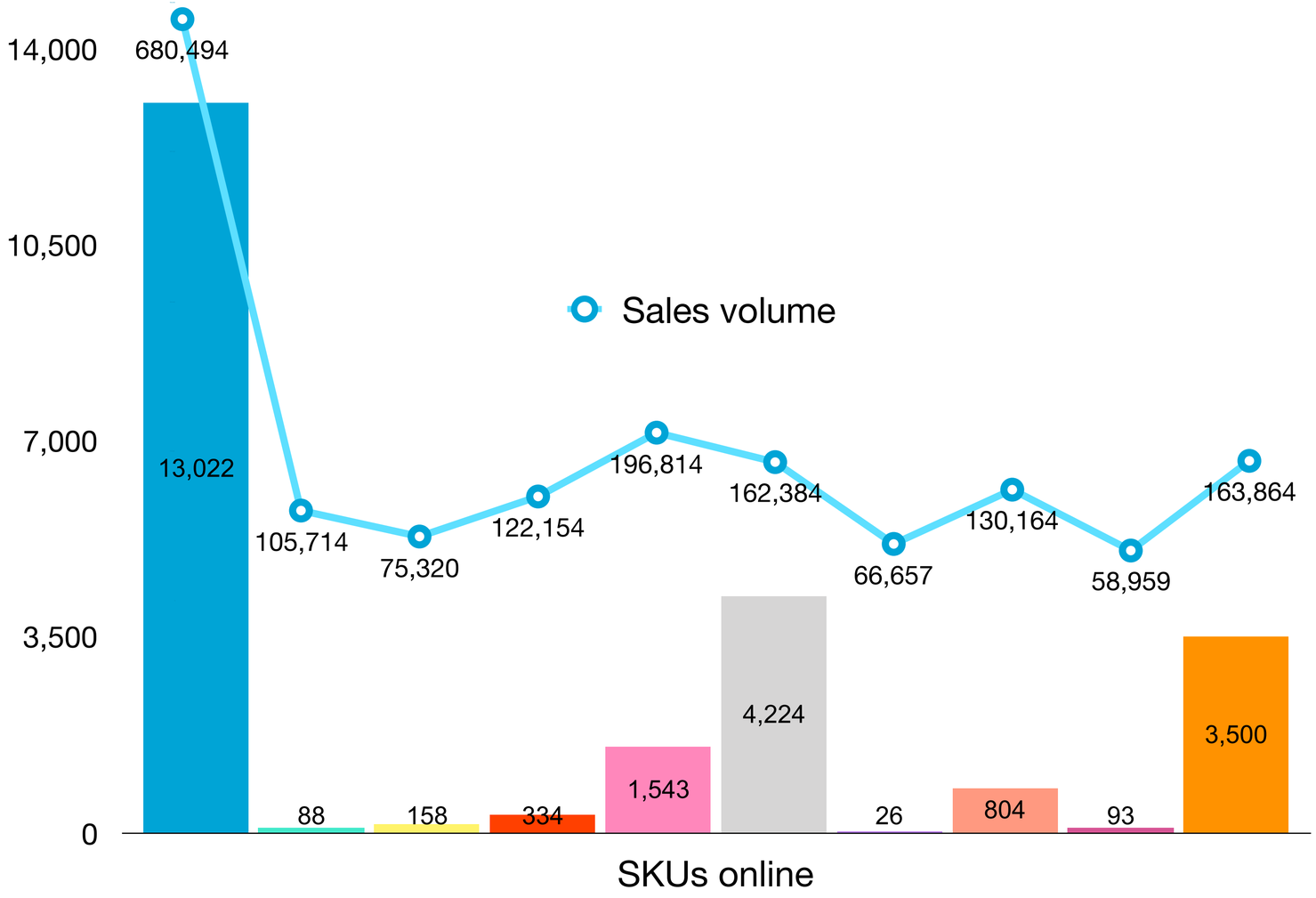
Monthly Sales Revenue (RMB) by Product Form



TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Swisse	147,164,020	Australia
	BOOMHUE	142,204,325	USA
	Funrich	128,717,128	USA
	Reaps	114,395,909	USA
	Life-Space	50,855,672	Australia
	GNC	50,312,643	USA
	folotto	45,567,409	USA
	By-Health	39,977,503	China
	Dowins	37,894,499	USA
	Blackmores	35,833,131	Australia

 *Ranked by monthly sales volume

TOP BRANDS PRICE DISTRIBUTION

	0~200 RMB	200~400 RMB	400~600 RMB	600~800 RMB	>800 RMB
Swisse	36.5%	44.9%	12.7%	3.9%	2.0%
BOOMHUE	0.0%	0.7%	0.9%	0.0%	98.4%
Funrich	0.2%	0.0%	2.4%	2.3%	95.0%
Reaps	0.5%	2.4%	5.3%	25.5%	66.3%
Life-Space	8.9%	74.1%	13.3%	3.5%	0.1%
GNC	12.2%	33.3%	44.3%	7.7%	2.5%
Folotto	0.0%	26.2%	2.1%	0.8%	70.9%
By-health	5.5%	83.4%	9.8%	0.2%	1.1%
Dowins	0.0%	2.1%	22.9%	74.3%	0.6%
Blackmores	36.3%	41.9%	13.0%	1.7%	7.1%

*% of brand sales revenue within the price range

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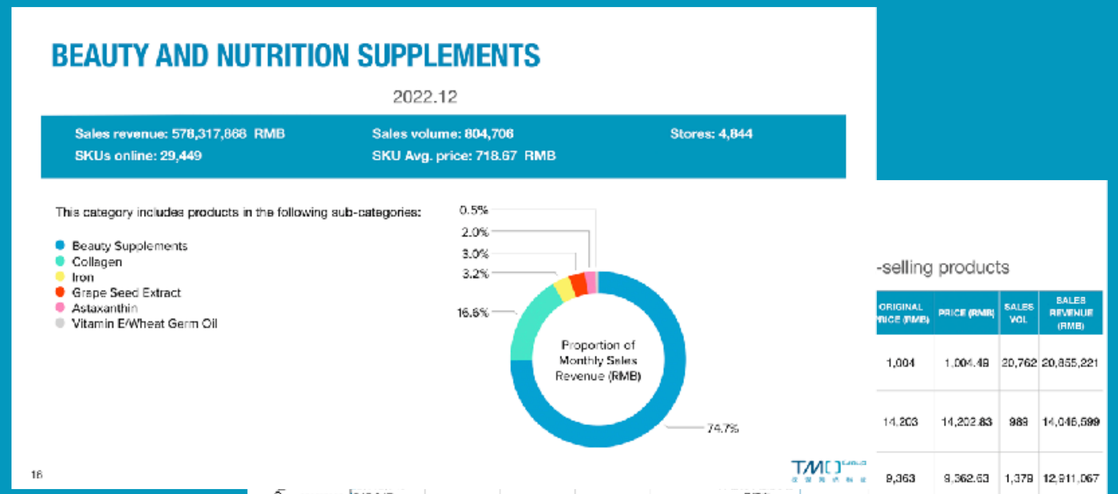
PREMIUM VERSION CONTENT



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

DOWNLOAD PREMIUM VERSION !

Do you want to know more about the content above? Click the button above to download the premium version !!

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.

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HPA Health Products Association CHINA 美中健康产品协会

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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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.