

Brought to you by the partnership of HPA-China and Early Data

Platform performance in China's Online Health Supplements market
Q1 2023

EARLY DATA



Key points about Early Data's China Online Health Supplements data

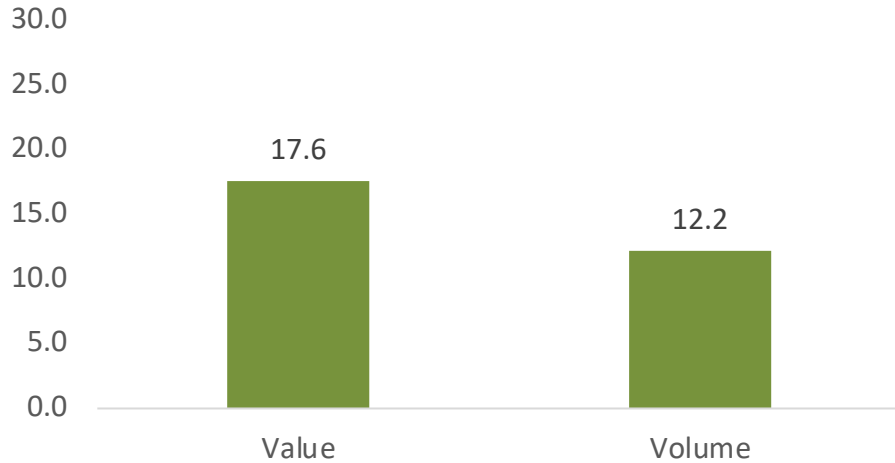
- ✓ This presentation uses data through March 2023.
- ✓ Year on year analyses are mainly Q1 2023 vs. Q1 2022 and MAT (moving annual total) Mar'23 vs. MAT Mar'22.
- ✓ Platform coverage: Taobao, Taobao Global, Tmall, Tmall Hong Kong, Jingdong, Jingdong Worldwide, VIP, VIP Worldwide, Pinduoduo, Pinduoduo Global, Kaola, Kaola Cross-Border, Suning, Suning Worldwide, Amazon, Douyin, Douyin Global
(Note: Douyin data started in June 2022, so excluded from year-on-year analyses).
- ✓ Sales figures are combination of reported figures where available, and modeled figures when not available
 - Sales Volume = # of packages sold (units), regardless if single or multipack, i.e. all such transactions counted as "1"
 - Sales Value = Average monthly retail price * Sales Volume

Market Overview

Recent annualized growth at mid double digits – large acceleration in Q1 of 2023.

Health Supplements total category, [Recent MAT Growth rate](#)

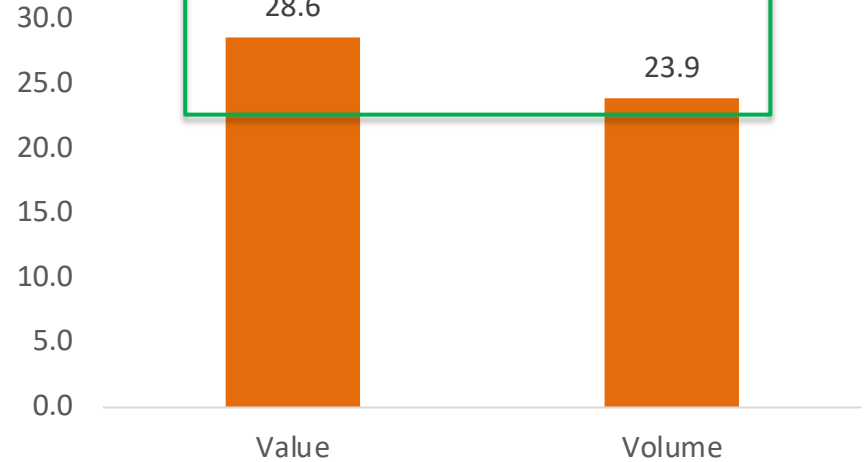
12 Month Value and Volume Growth Rate



Total Market recent MAT (Moving Annual Total) growth at 17.6% on value, 12.2% on volume basis, very solid growth

Health Supplements total category, [Q1 Growth rate](#)

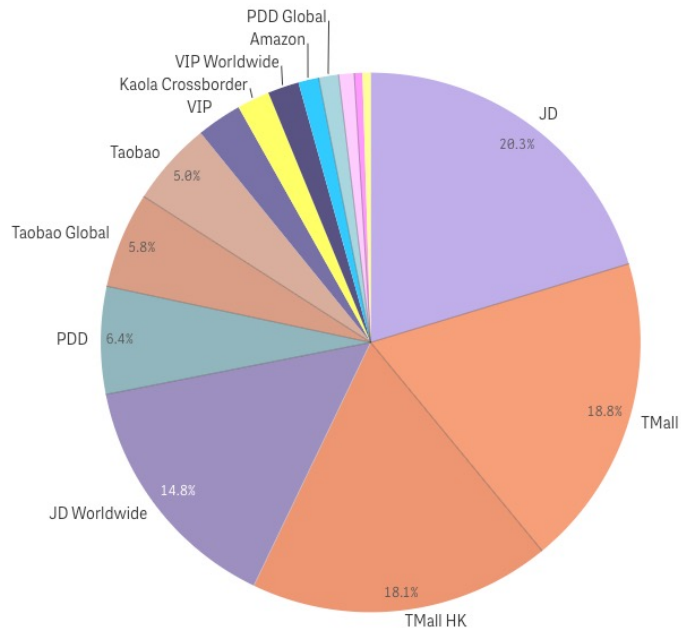
3 Month Value and Volume Growth Rate



Focusing on recent quarter, value and volume growth both > 20%, showing the bounce-back from a slow 2022 Q1.

March'23 MAT: Domestic/x-border JD and PDD platforms outperform.

Health Supplements Platform Contribution, value basis [recent MAT](#)



Platform Growth, [RECENT MAT](#)

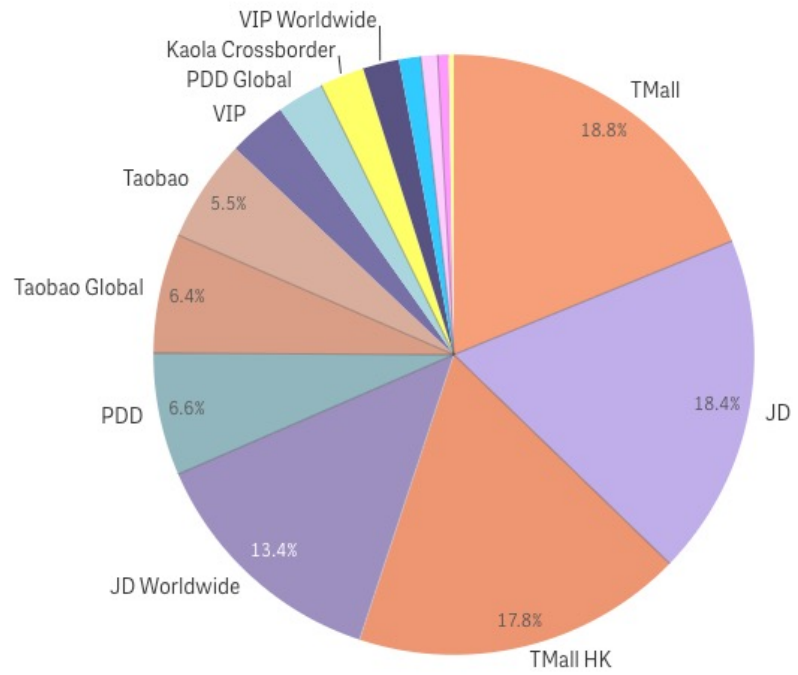
All Platforms	12.6%
Taobao	7.8%
Taobao Global	15.7%
Tmall	-7.2%
Tmall HK	1.1%
JD	29.1%
JD Worldwide	20.8%
Suning	-17.9%
Suning Worldwide	-31.1%
VIP	50.2%
VIP Worldwide	6.0%
PDD	60.5%
PDD Global	333.0%
Kaola	70.9%
Kaola Crossborder	-11.1%
Amazon	31.7%

JD and PDD domestic and x-border platforms outgrow category, while market leaders Tmall and TMHK under-perform.

2023 Q1: Domestic JD, PDD remain strong but domestic Tmall rebounds.

Health Supplements Platform Growth %, value basis, Q1

Health Supplements Platform Contribution, value basis Q1



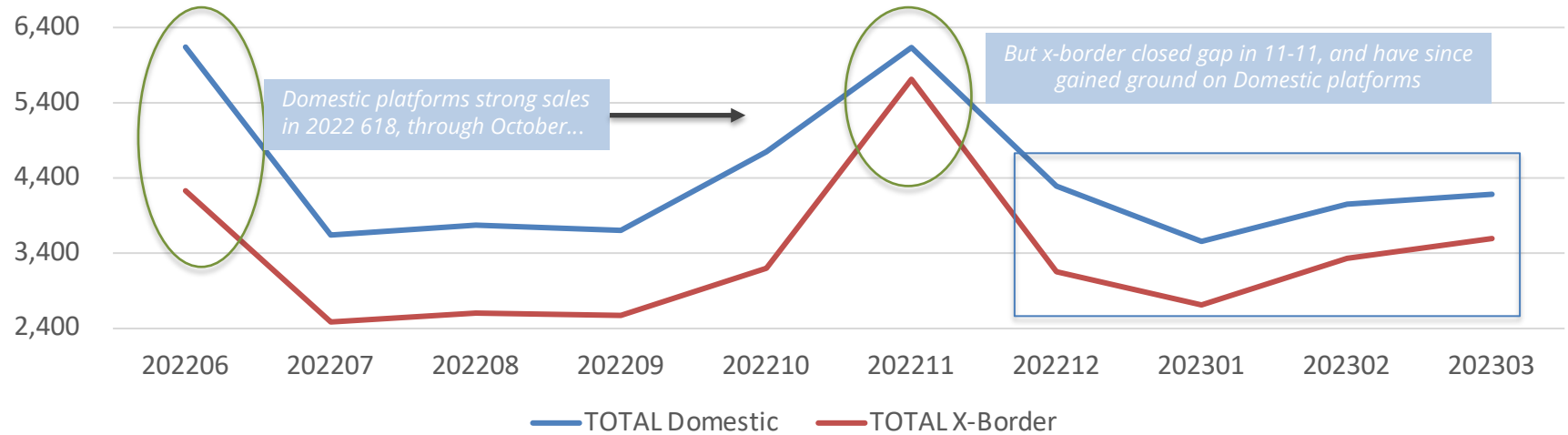
Domestic JD, PDD maintain fast growth. Tmall growth rate picks up. Taobao Global outgrows x-border rivals.

Platform	Growth %
All Platforms	28.6%
Taobao	29.5%
Taobao Global	44.3% ↑
Tmall	16.4% ↑
Tmall HK	1.7%
JD	51.5% ↑
JD Worldwide	24.0%
Suning	-17.8%
Suning Worldwide	-22.6%
VIP	56.0%
VIP Worldwide	31.4%
PDD	62.2% ↑
PDD Global	714.3%
Kaola	-28.0%
Kaola Crossborder	118.7%
Amazon	3.5%

Focusing on recent 10 months*, Cross-border platforms have gained vs. domestic

* Note: Douyin included in this analysis.

Value sales of combined Domestic vs. combined x-border platforms



Value share of combined Domestic vs. combined x-border platforms

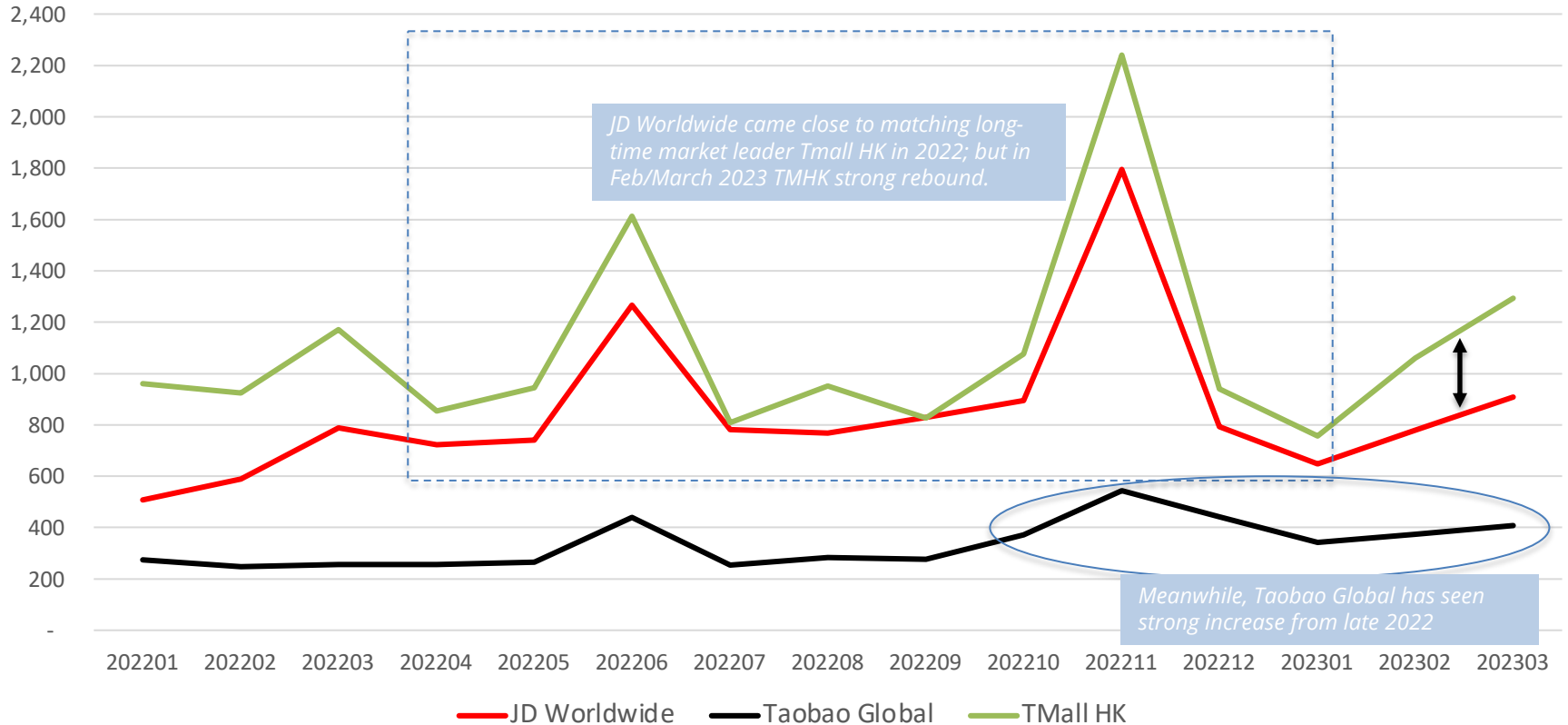
	202206	202207	202208	202209	202210	202211	202212	202301	202302	202303
TOTAL Domestic	59%	59%	59%	59%	60%	52%	58%	57%	55%	54%
TOTAL X-Border	41%	41%	41%	41%	40%	48%	42%	43%	45%	46%

As a result, x-border share of market climbed from low to mid-high 40s

Leading Cross-Border Platforms

Within X-border: JDWorldwide had a strong 2022 but Tmall HK rebounded Q1.

CROSS-BORDER JD, TMALL, Taobao Value Sales



Most top manufs grew in 2023 Q1 on key x-border platforms

TOP X-Border Platforms, Top 5 Manufacturers Sales Value Growth Q1 2023

TMALL Hong Kong

JD Worldwide

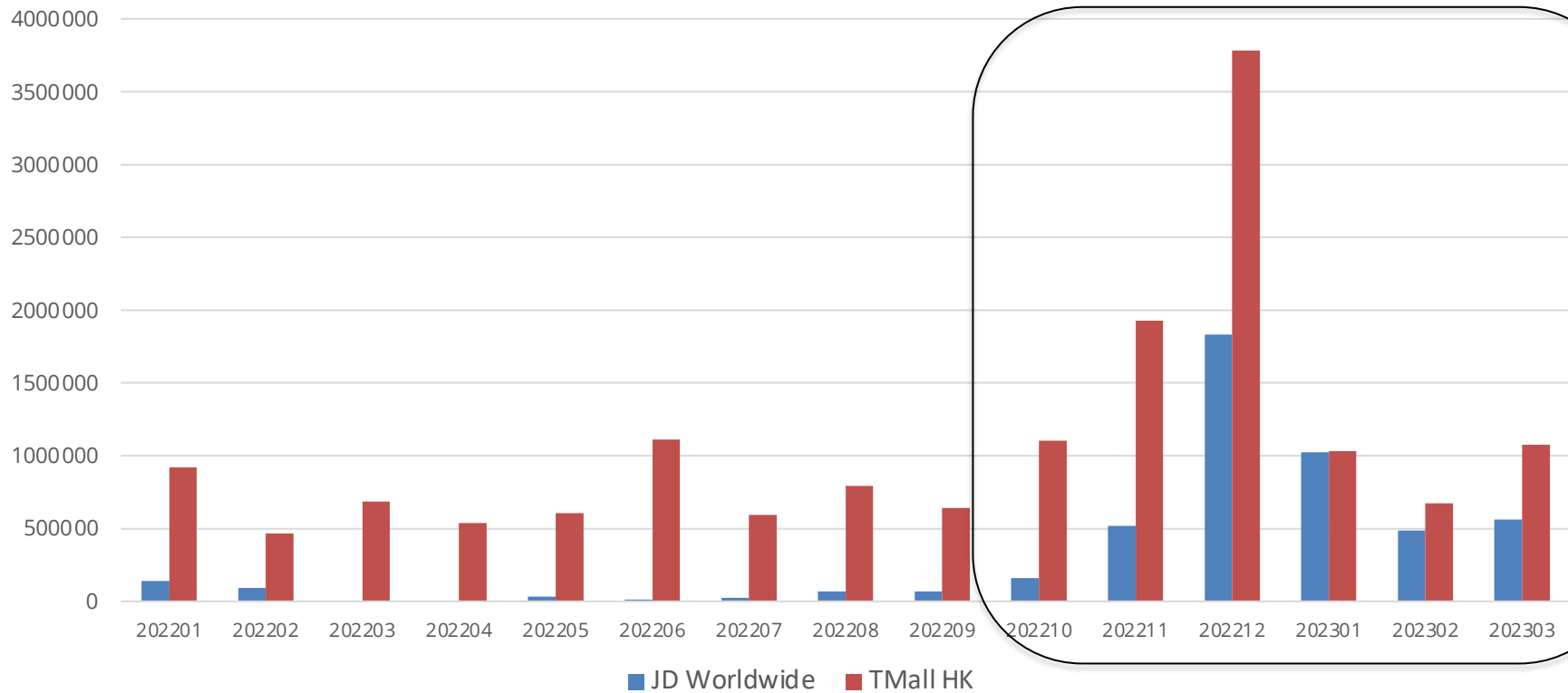
Taobao Global

Manuf	Growth	Manuf	Growth	Manuf	Growth
H&H	13%	H&H	23%	Reaps	26%
By-Health	49%	Nestle	83%	H&H	3%
Childlife	42%	By-Health	23%	Lisheng	-
JBX	-8%	JBX	20%	All Nature	1036%
Blackmores	16%	Childlife	42%	Amway	148%

Most top manufacturers grew on top 3 x-border platforms in 2023 Q1.

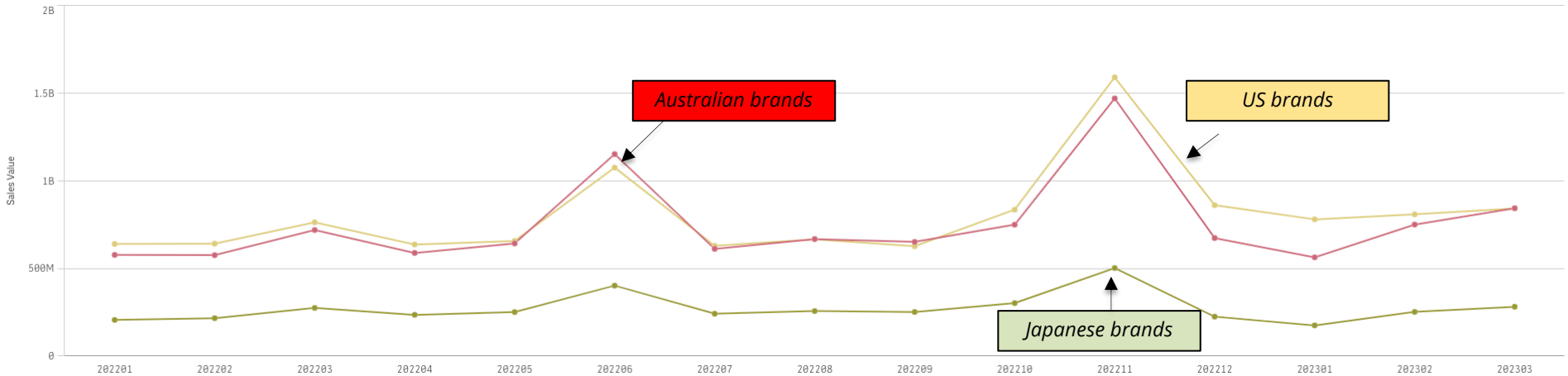
Example: Kids supplements brand Childlife huge pickup end 2022/Q1 2023 in both TMHK and JDW

Childlife value sales on TMHK, JDW



Australian & US brands dominate x-border platform sales; US outgrows in Q1

Australian, US, Japanese manuf Value Sales on x-border platforms



Country	Q1 Growth
Australia	2.7%
US	9.7%
Japan	1.8%

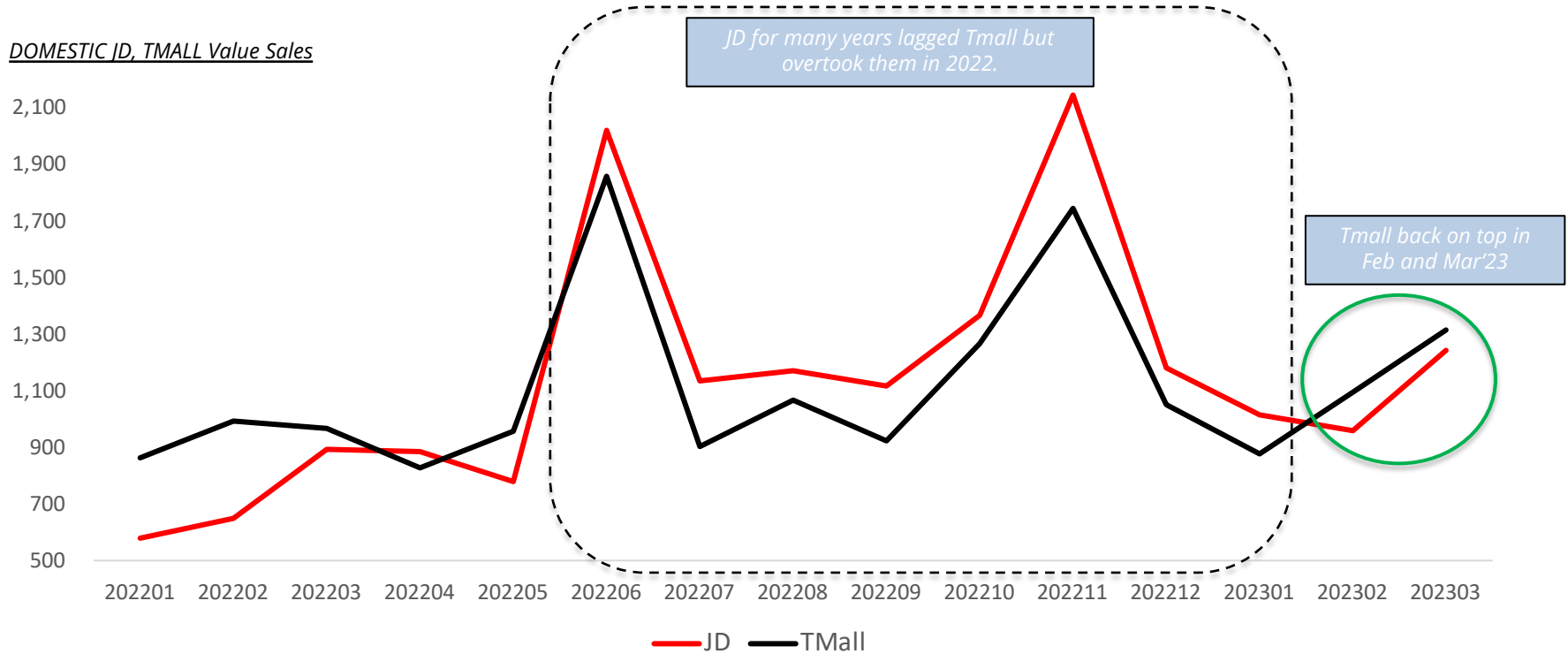
US and Australian brands each take about 30% of x-border sales, with Japanese brands at 10%.

US brands out-performed in Q1 with 9.7% growth.

Leading Domestic Platforms

Domestic JD overtook Tmall for most of 2022, but Tmall outperformed last 2 months.

DOMESTIC JD, TMALL Value Sales



Most manufs grew in Q1 on both platforms

Top 10 Manufs on JD, Recent Quarterly Growth

Manufacturer Name	Q	Sales Value (¥)	Value Share %	Sales Value YOY %
BY – HEALTH		275,589,247	8.6%	108.6%
TONGREN TANG		116,971,321	3.6%	48.4%
H&H		103,570,904	3.2%	2.6%
RENHE GROUP CO., LTD.		95,194,908	3.0%	156.8%
HPGC		60,795,733	1.9%	1131.8%
CONBA		57,678,887	1.8%	94.6%
ESMOND NATURAL		56,569,676	1.8%	64.3%
ALLNATURE PHARM		50,809,610	1.6%	355.7%
HALEON		49,269,277	1.5%	31.5%
ABBOTT		38,909,280	1.2%	46.8%

On JD, By-Health doubled sales in Q1; HPGC, Allnature and Renhe had huge growth

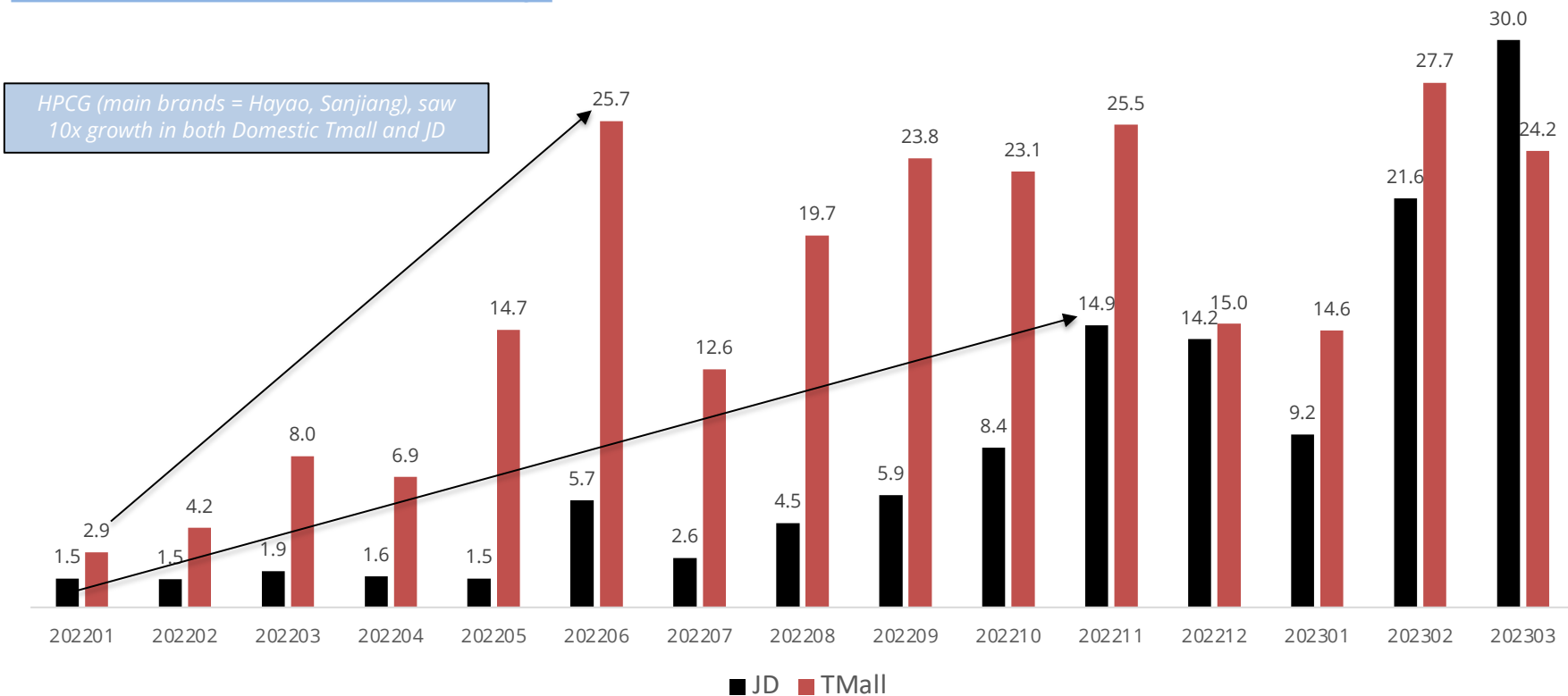
Top 10 Manufs on TMALL, Recent Quarterly Growth

Manufacturer Name	Q	Sales Value (¥)	Value Share %	Sales Value YOY %
BY – HEALTH		473,609,223	14.4%	19.5%
TONGREN TANG		175,609,699	5.4%	92.0%
RENHE GROUP CO., LTD.		137,121,277	4.2%	-18.2%
H&H		106,213,630	3.2%	17.2%
HALEON		77,613,361	2.4%	30.6%
HPGC		66,536,593	2.0%	340.2%
KANG LONG GROUP CORP		66,105,560	2.0%	423.7%
WONDERLAB		65,841,499	2.0%	-11.4%
YANG SHENG TANG		53,481,496	1.6%	32.8%
CONBA		51,766,689	1.6%	-9.4%

On TMall, Tongren Tang close to double, while HPGC and Kang Long large growth

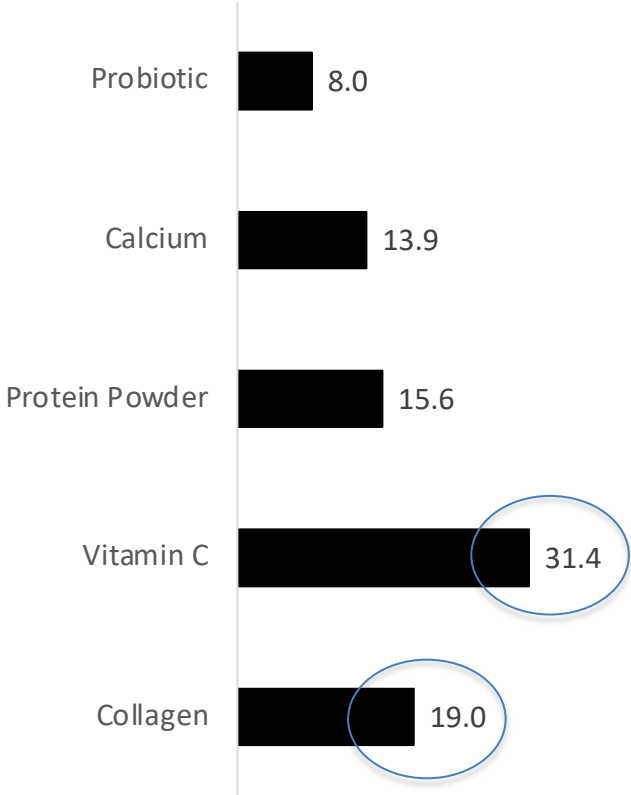
On Tmall & JD, HPGC goes from low single digit to 20+ million RMB sales/month

HPGC value sales (000,000) on domestic Tmall, JD

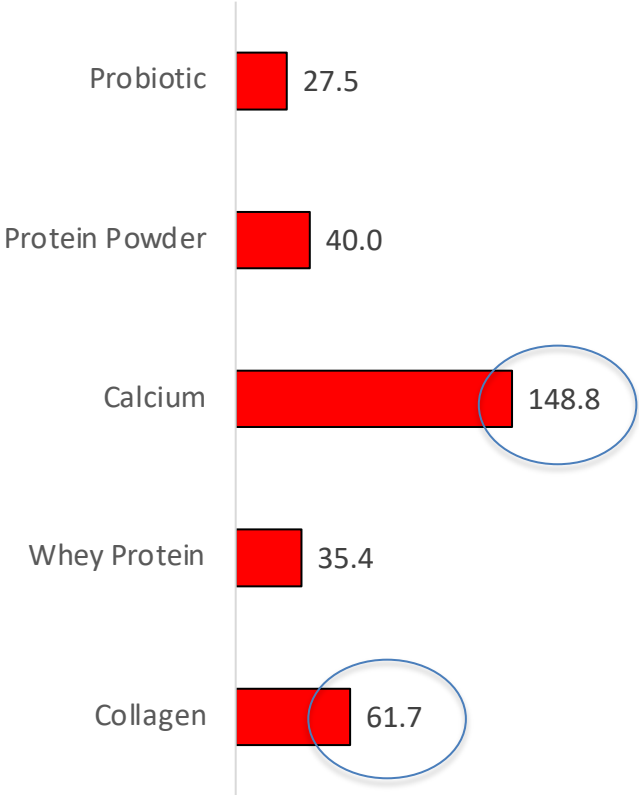


Leading segment Probiotic still growing on Tmall and JD, but other segments growing faster.

Tmall, Top 5 Segments and Recent Quarterly Growth

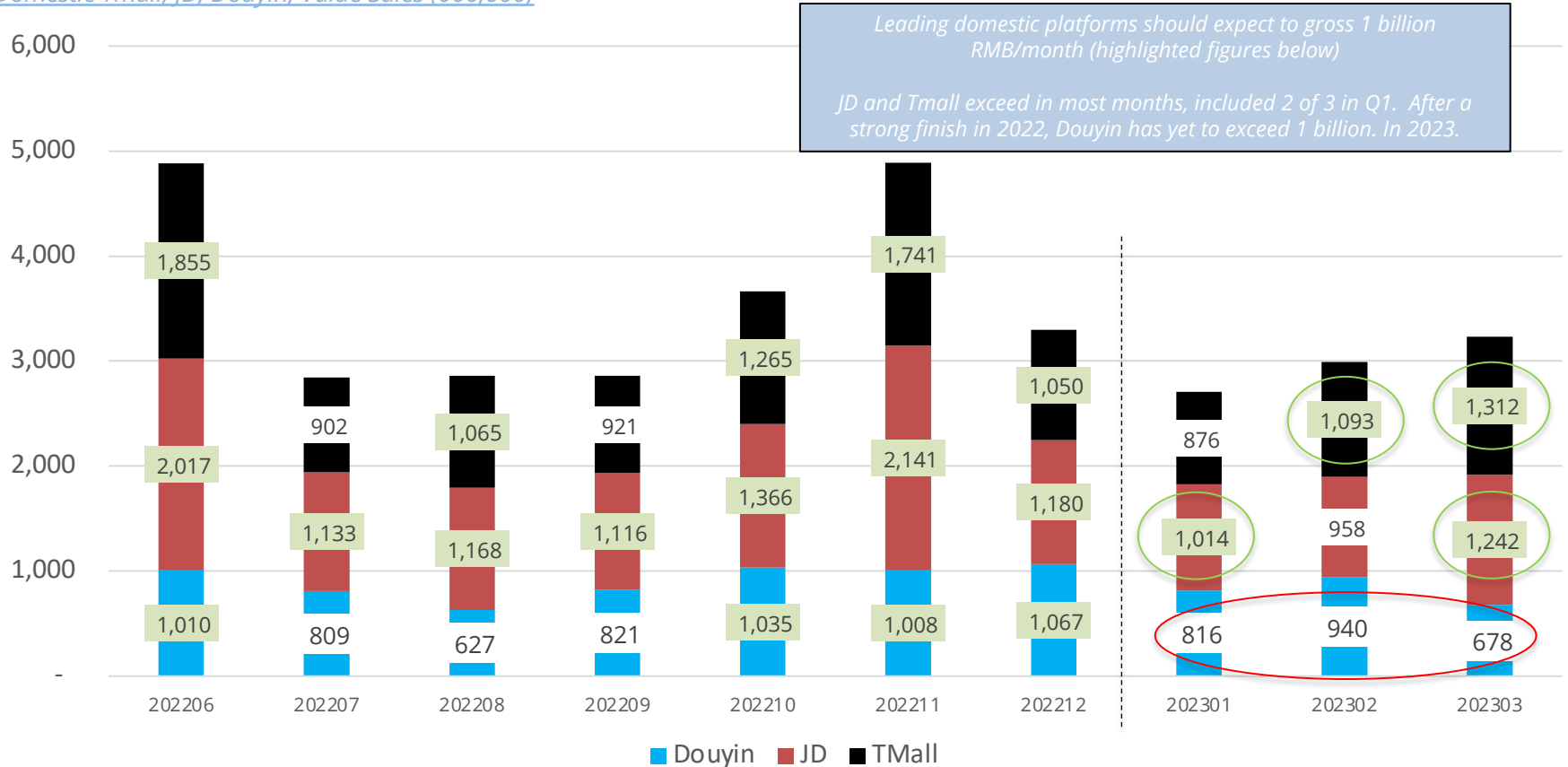


Top 10 Manufs on JD, Recent Quarterly Growth



Douyin strong end of 2022, but fades Q1 2023

Domestic Tmall, JD, Douyin, Value Sales (000,000)



Secondary Platforms

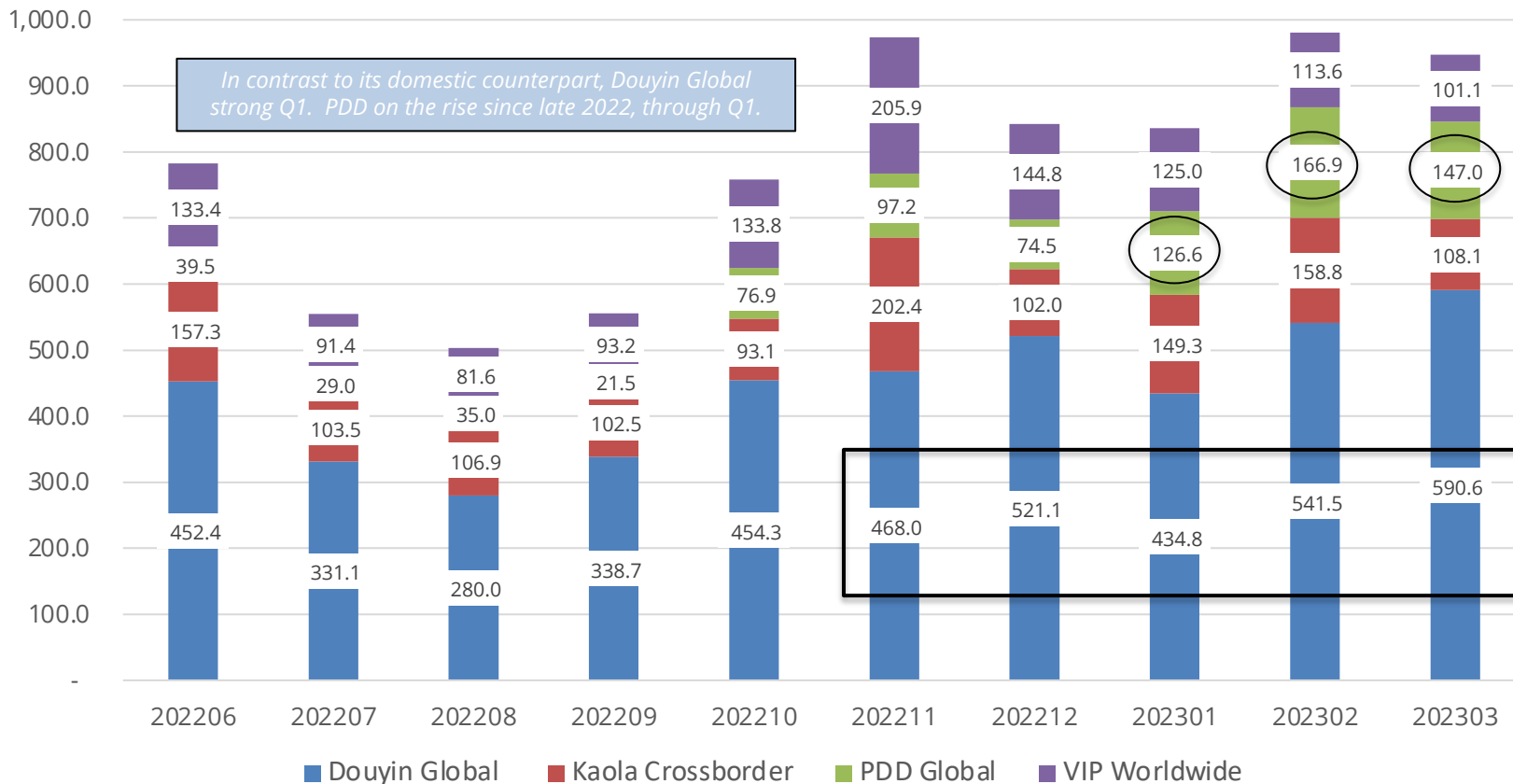
Alibaba and JD combined account for close to $\frac{3}{4}$ of x-border sales

Share of X-border value and volume share Jun'22-Mar'23 (excludes sales on domestic platforms)

Platform	Value Share %	Volume Share %
TMall Honk Kong	34.4	37.5
JD Worldwide	28.2	25.0
Taobao Global	11.1	11.7
Douyin Global	13.1	10.9
Kaola X-Border	3.8	2.9
VIP Worldwide	3.6	4.9
Pinduoduo Global	2.4	3.8
Amazon	2.3	2.4
Suning	0.9	1.1

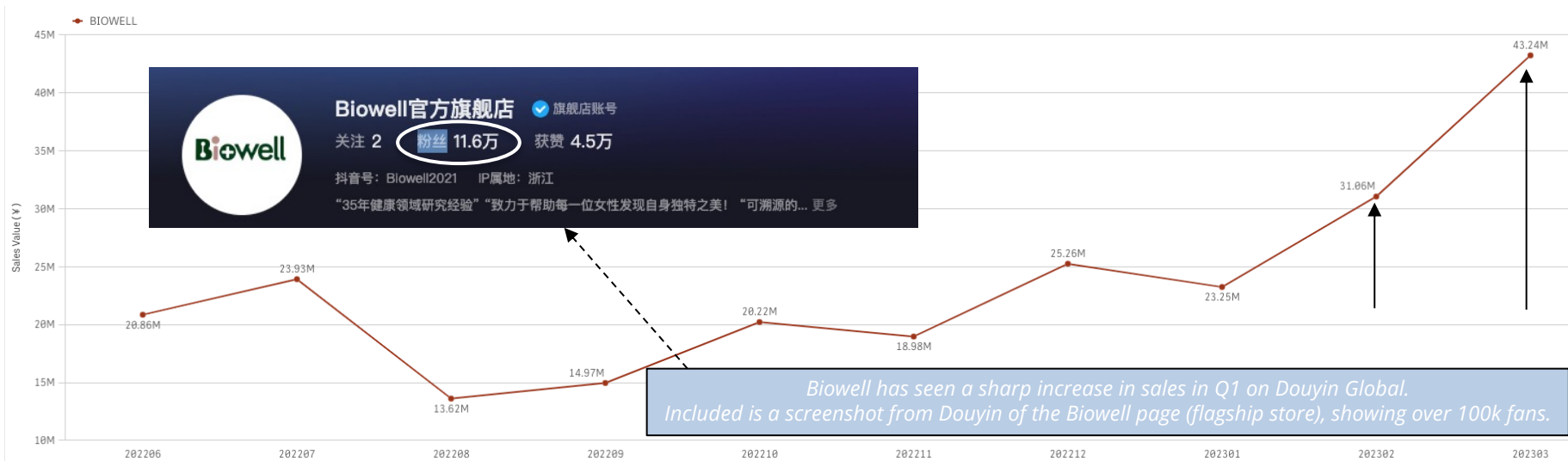
Among non-Ali/JD x-border platforms, Douyin and PDD strong Q1

Value sales (000,000)



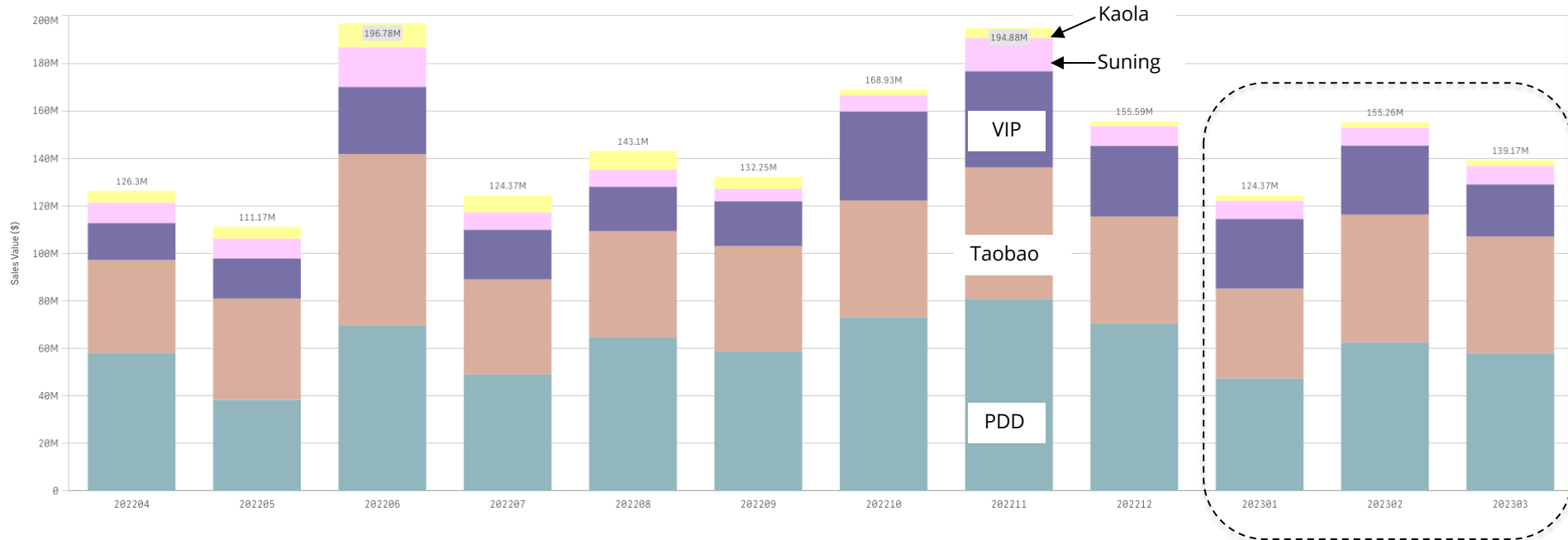
Biowell grew from average RMB 20M to 40M+ in Mar'23 on Douyin Global

Biowell Value sales on Douyin Global



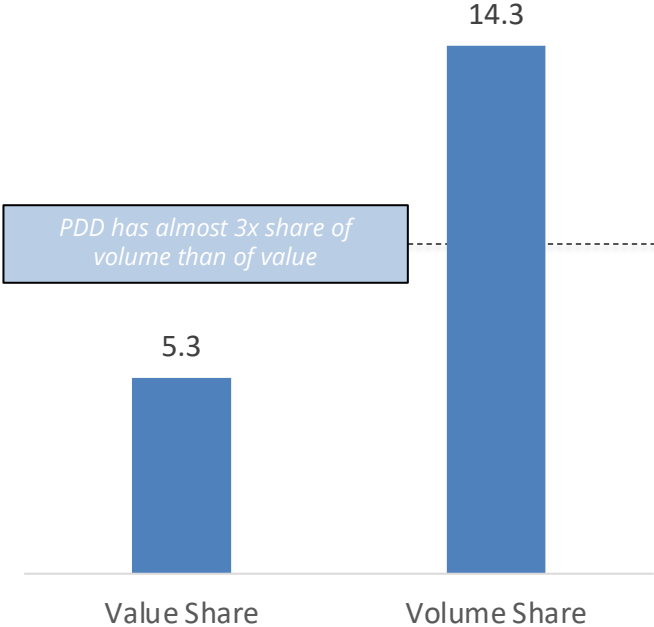
Non-Tmall/JD domestic platforms had flat 2023 Q1.

Value Sales (000,000)

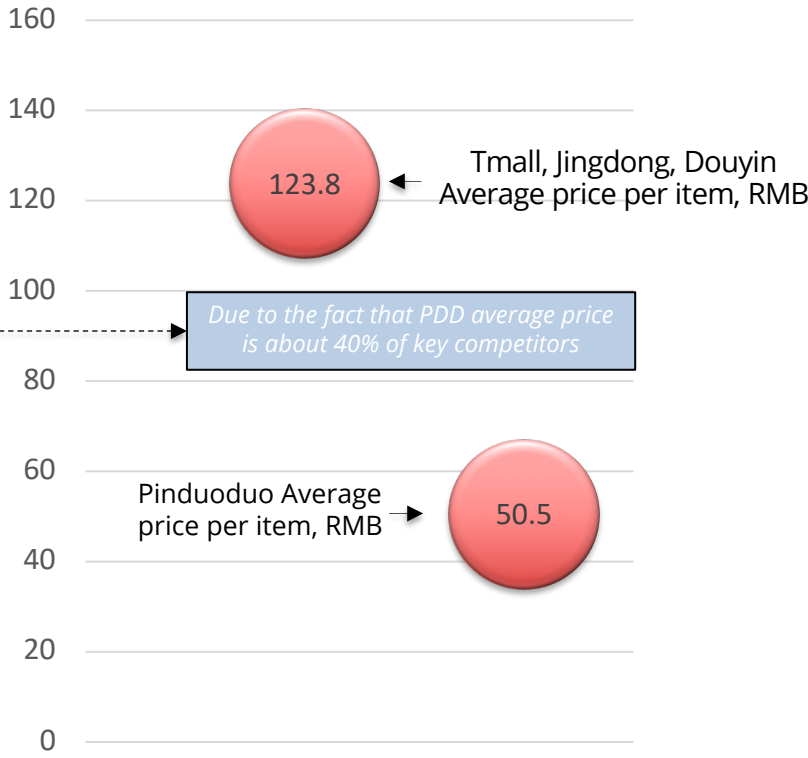


Domestic Pinduoduo positioning/product mix: Selling price less than half of competitors.

Pinduoduo share of Value, Volume



Pinduoduo average price vs. Tmall-JD-Douyin average price



Summary

The online Health Supplements category continues to grow

- Category grew 28.6% on a value basis, 23.9% on a volume basis in 2023 Q1 (vs. China GDP growth of 4.5%).
- It also grew 17.6% value and 12.2% volume on a Mar'23 MAT (moving annual total) basis.

Jingdong (JD) and Pinduoduo (PDD) are leading the growth

- JD and PDD grew 29.1% and 60.5% respectively on a MAT basis, 51.5% and 62.2% respectively Q1'23

But Alibaba platforms bounced back in Q1

- Tmall went from -7.2% MAT growth to +16.4% Q1'23 growth. JD sales exceeded Tmall for most of 2022, but Tmall surpassed JD in Feb & Mar'23
- Tmall Hong Kong had strong relative Q1 performance vs. JDWorldwide
- Taobao Global grew 44.3% in Q1

Douyin continues to have a major influence

- Domestic Douyin matched Tmall and JD sales end 2022 though faded in Q1..but are clearly selling at the level of Tmall & JD.
- Douyin Global increased sales through Q1 and have surpassed Taobao Global to become the #3 x-border platform.

About Early Data

WELLNESS SOLUTIONS

EARLY DATA

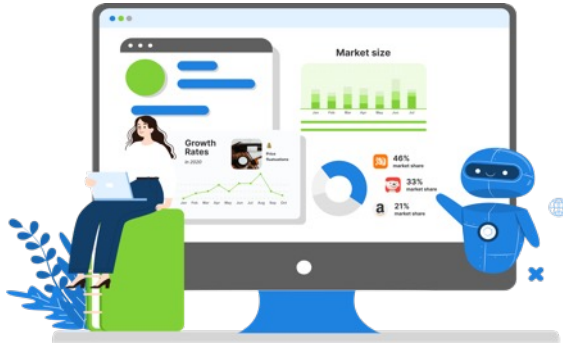
Digital Shelf Analytics: Tracking products, prices, sales and market shares to help wellness brands understand their online market



DIGITAL SHELF ANALYTICS (DSA)

EARLY DATA

Applications include:



Category Monitoring



Price Monitoring

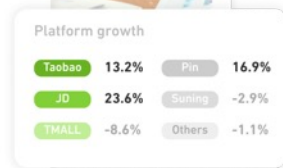
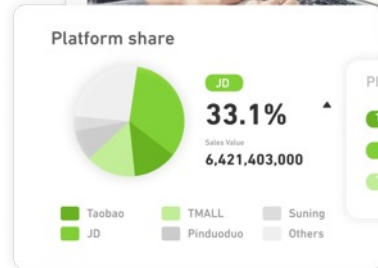
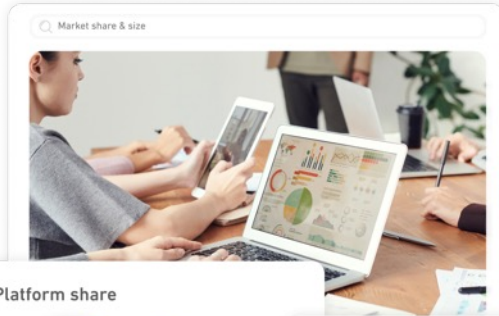


CATEGORY MONITORING

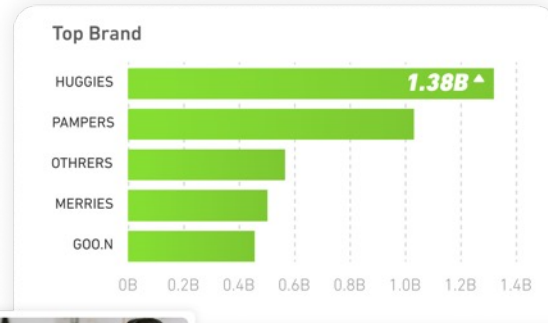
EARLY DATA

Simplify ecommerce with complete visibility into your wellness categories online:

Category Performance
Sub-Category Performance
Platforms Shares



Manufacturer Performance
Brand Performance
Shop Performance



Top Brand & Top Store

Shop Name	Sale Value (¥)	Value YAG
超市	1,419,673,367	-14.1%
苏宁	576,435,621	54.5%
苏宁易购	286,546,789	-23.2%
苏宁易购	259,503,348	19.1%

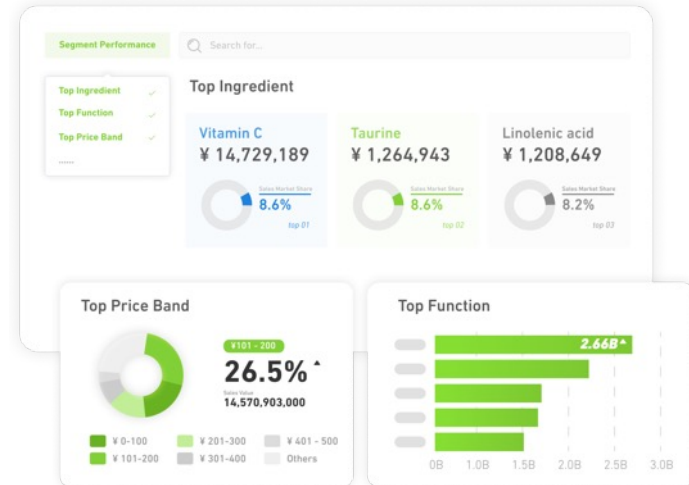
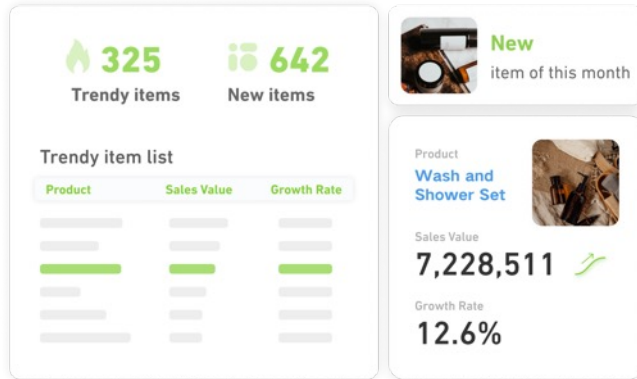


CATEGORY MONITORING

EARLY DATA

Top Items
Trending Items
New items

Top Trending Claims
Top Functions and Product Ingredients
Segment Performance

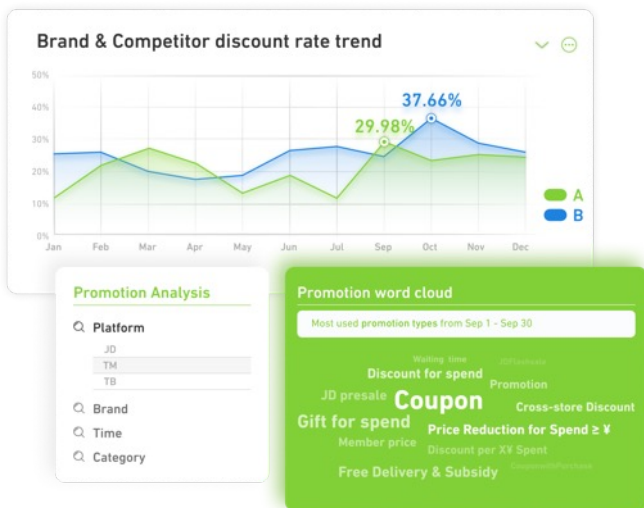




PRICE & PROMOTIONAL MONITORING

EARLY DATA

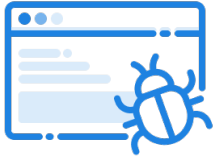
Track online pricing and promotion



- Ensure online shops follow pricing rules
- Protect your bottom line
- Real-time price alerts through email/WeChat
- Post-promotion pricing calculations
- Competitor price & promo tracking
- Monitor thousands of prices every hour

OUR STRENGTHS

Coverage, flexibility, and quality



Comprehensive Coverage

Exhaustive coverage of all major ecommerce, social commerce, and lifestyle apps selling wellness products in China.



Flexible Analysis

From SaaS based dashboarding to custom reports, our solution experts will work with your team to give you the data you need.



Data Quality

Quality data for our clients, quality of life for consumers. All guaranteed through our Data Wellness quality control program.

COVERAGE

Health & Nutrition



Traditional Tonics



Pharmaceuticals & OTC Drugs



Infant Milk Formula



Beauty Supplements



PLATFORMS

China's leading platforms,
both domestic & CBE



SELECT CLIENTS



"The online Health Supplements market in China is extremely competitive. During our 5 years of cooperation Early Data has provided us the insights needed to understand this market, identify opportunities and problems, and formulate our business strategies."

– eCom Team @ SWISSE

Thank You!

If you'd like to find out more, please contact me.



brian@earlydata.com