

TMC Group



CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

July 2023 Edition





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Foreword



Over the course of the past three years, the COVID-19 pandemic has accelerated the trend of Chinese consumers purchasing health products online, with many opting to buy overseas health products through eCommerce platforms to better meet their health needs. In the post-pandemic era, individuals are increasingly emphasizing prevention and healthcare, and are utilizing health supplements to assist in resisting viruses and diseases. This trend will continue to drive the rapid growth of the health supplement industry in China.

TMO has been cultivating the health supplement industry data for more than three years since the release of the first edition of the China Cross-Border Health Supplements Data Pack in March 2020. By continuously learning from the consumer dimensions of the Chinese market, TMO has gradually established a unified standardized classification system covering various aspects such as efficacy, ingredients, and applicable populations, with a focus on usage scenarios centered around the needs of consumers.

This data pack covers multidimensional data such as monthly trend analysis, sub-category market share, top-selling products and top-selling brands, presented to readers in a visual format combining graphs and text. By reading this data pack, health product industry-related brands, raw material suppliers, and channel distributors can better comprehend the consumption trends of the health supplement market, explore growth points for commercial potential and sustainable development, and thus effectively capture business opportunities in their target market.

Considering the wide span between different categories in the health supplement market and the diverse roles and demands of readers, starting from March 2023, this data pack will observe the trends and developments of the overseas health supplement market from an industry-wide perspective, rather than providing market data updates for various sub-categories. If more detailed market data for specific subcategories is required, please do not hesitate to contact us, and we will provide you with thorough data, customized analysis, and reports to fulfill your needs.

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.

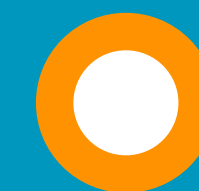
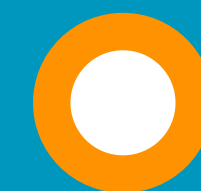
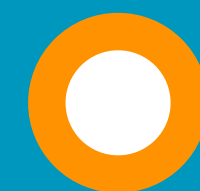
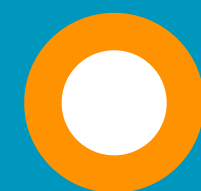
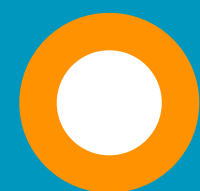
If you have more specific data research or information requirements, please reach out and [Contact Us](#).

TMO's Monthly Health Supplements Data Pack Series

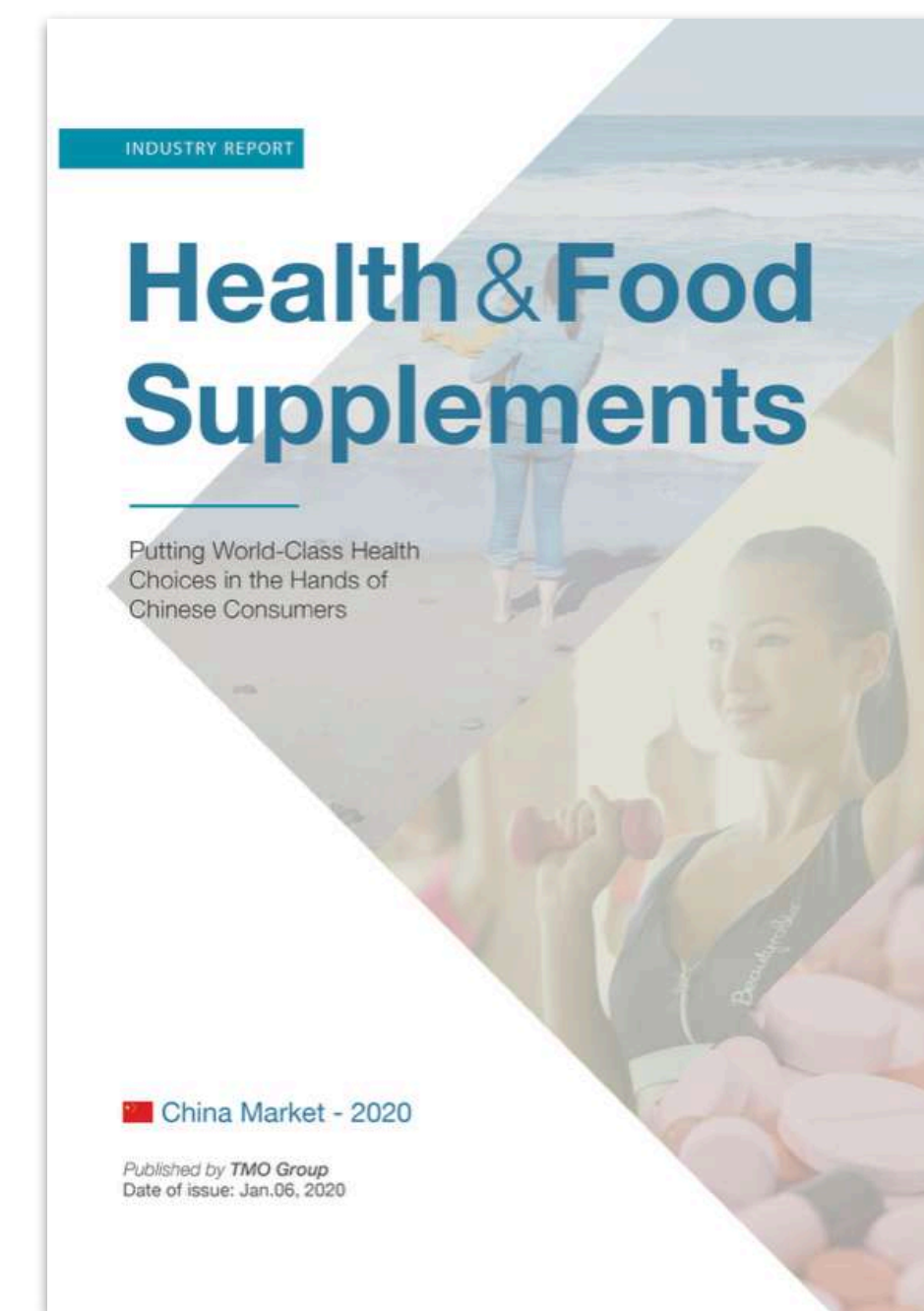
Starting in March 2020, each month TMO compiles data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Health Supplements both domestically and across borders. This data is presented in a form that's easier for English-speaking 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 2023, click on the relevant month below. For 2022 data packs, visit our data pack download page at <https://www.tmogroup.asia/downloads/2022-china-health-supplements-market-data-packs/>

[2023.01](#) [2023.02](#) [2023.03](#) [2023.04](#) [2023.05](#) [2023.06](#)



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

2023.07

Sales Revenue: 1,384,039,993.62 RMB

Sales Volume: 6,137,015

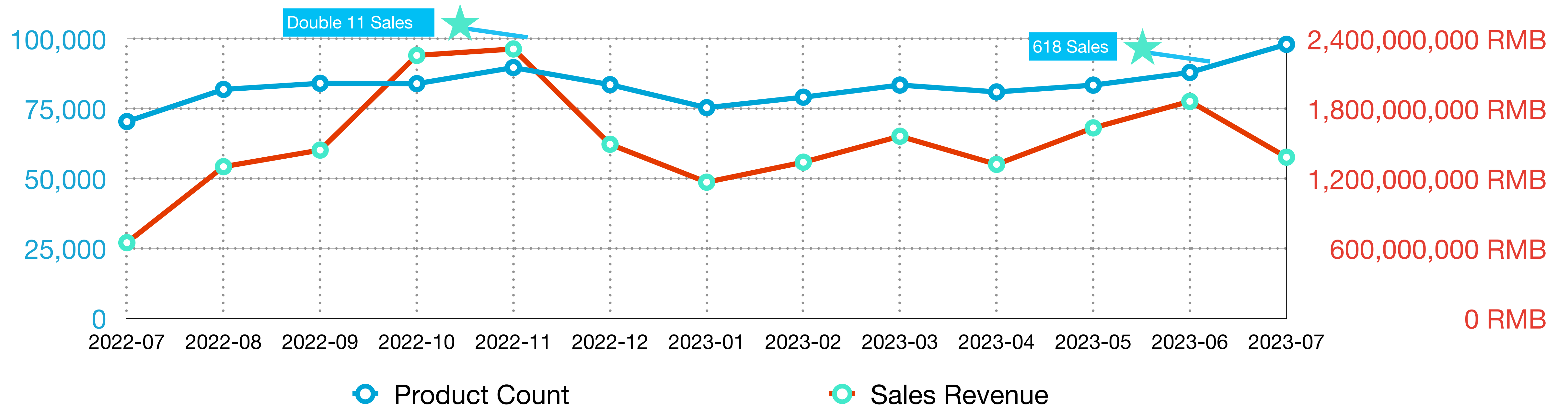
Market Share: 44.04%

Product Count: 98,069

Store Count: 5,023

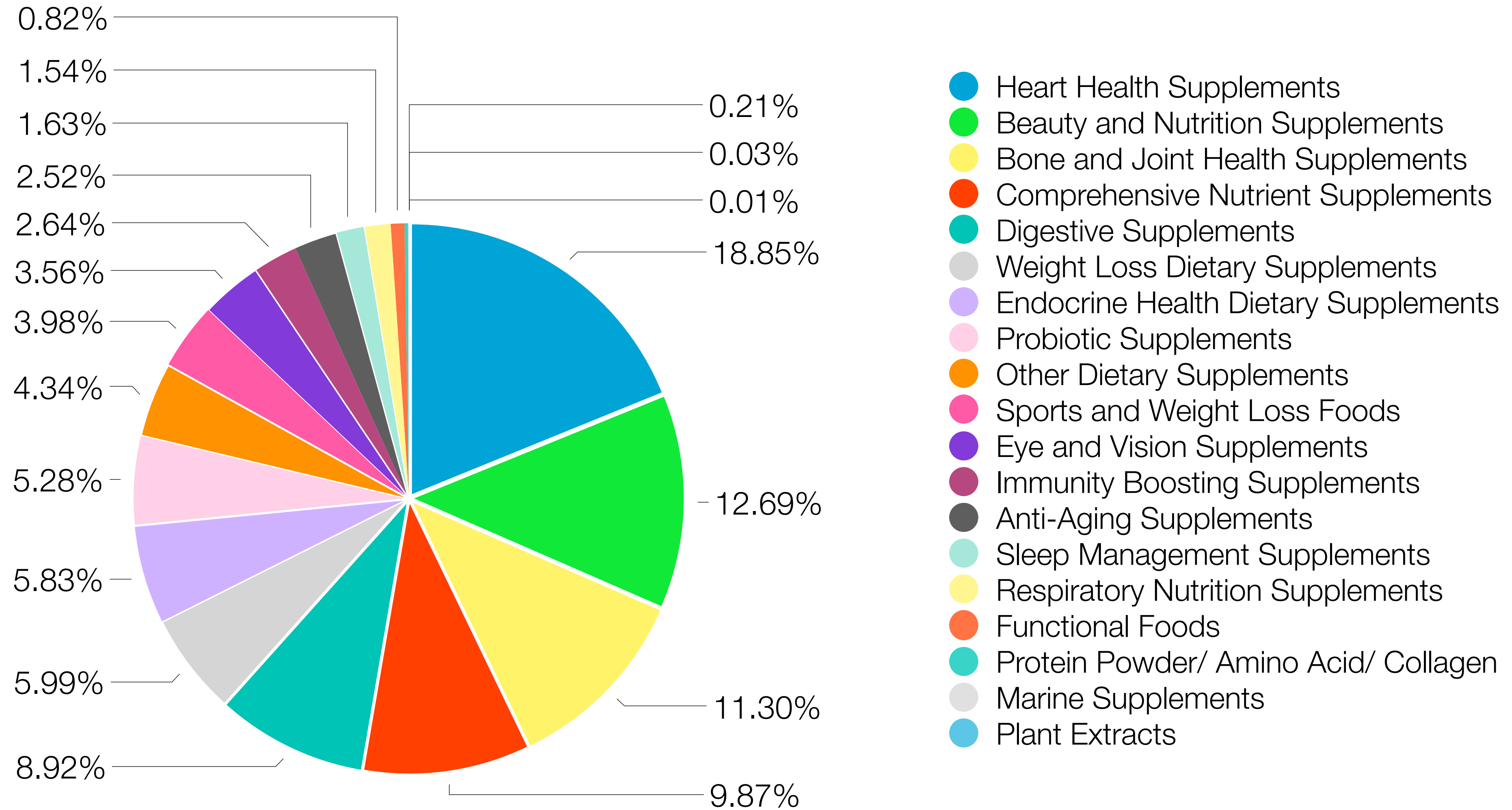
Store Count: 3,304

Historical data 2022.07 - 2023.07



*Data was collected at beginning of August 2023, 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

美国进口赖氨酸生长素儿童钙片青少年助力吸收补钙铁锌成长高钙片

Sub-category: Calcium
Brand: HMOJI nutrition
Average Deal Price: 429.84 RMB
Sales Revenue: 17,852,128.01 RMB
Sales Volume: 41,532

NO. 2

ISDG B420益生菌日本进口体重管理肠胃身材大人男女30粒/盒

Sub-category: Probiotics
Brand: ISDG
Average Deal Price: 150.99 RMB
Sales Revenue: 5,871,939.00 RMB
Sales Volume: 38,889

NO. 3

gnc健安喜高浓度轻肝片护肝片奶蓟草水飞蓟熬夜保健品肝脏解酒药

Sub-category: Thistle
Brand: GNC
Average Deal Price: 299.13 RMB
Sales Revenue: 11,590,935.20 RMB
Sales Volume: 38,748

NO. 4

健安喜GNC充电包每日营养包美国男性综合复合维生素矿物质保健品

Sub-category: Multivitamin/Mineral
Brand: GNC
Average Deal Price: 206.49 RMB
Sales Revenue: 7,764,174.41 RMB
Sales Volume: 37,600

NO. 5

【自营】Swisse娘娘钙柠檬酸钙孕妇钙男女中老年补钙

Sub-category: Calcium
Brand: Swisse
Average Deal Price: 132.10 RMB
Sales Revenue: 4,205,973.89 RMB
Sales Volume: 31,837

*Ranked by monthly sales volume

*Average deal price = Sales revenue / Sales volume

TOP 5 BEST-SELLING PRODUCTS



NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
日本品牌藻油DHA儿童青少年高中生学生记忆力补充学习成人脑鱼油	【买4送3】美国进口南极磷虾油软化胶囊甘油三酯 斑块血管omega-3	美国进口赖氨酸生长素儿童钙片青少年助力吸收补钙铁锌成长高钙片	gnc健安喜高浓度轻肝片护肝片奶蓟草水飞蓟熬夜保健品肝脏解酒药	美国进口藻油DHA学生记忆力儿童青少年高中生补充学习成人脑力素
Sub-category: Fish oil	Sub-category: Fish oil	Sub-category: Calcium	Sub-category: Thistle	Sub-category: Fish oil
Brand: Others(山田陽一)	Brand: Reaps	Brand: HMOJI nutrition	Brand: GNC	Brand: Folotto
Average Deal Price: 2,049.82 RMB	Average Deal Price: 1,736.45 RMB	Average Deal Price: 429.84 RMB	Average Deal Price: 299.13 RMB	Average Deal Price: 399.00 RMB
Sales Revenue: 61,716,233.54 RMB	Sales Revenue: 18,578,361.96 RMB	Sales Revenue: 17,852,128.01 RMB	Sales Revenue: 11,590,935.20 RMB	Sales Revenue: 8,525,832.00 RMB
Sales Volume: 30,108	Sales Volume: 10,699	Sales Volume: 41,532	Sales Volume: 38,748	Sales Volume: 21,368

*Ranked by monthly sales revenue

*Average deal price = Sales revenue / Sales volume

BEST-SELLING PRODUCTS (#6-15)

NO	PRODUCT TITLE	LINK	BRAND	AVERAGE DEAL PRICE	SALES VOL	REVENUE (RMB)	SUB-CATEGORY
6	进口赖氨酸 ^秘 儿童青少年成长素高钙片男女学生助力补钙铁锌	http://item.taobao.com/item.htm?id=709438511095	Allnature	398.00	21,284	8,471,032.00	Calcium
7	进口赖氨酸 ^秘 儿童青少年成长素高钙片男女学生助力补钙铁锌	http://item.taobao.com/item.htm?id=724076988600	Allnature	398.00	21,004	8,359,592.00	Calcium
8	健安喜GNC充电包每日营养包美国男性综合复合维生素矿物质保健品	http://item.taobao.com/item.htm?id=673236642230	GNC	206.49	37,600	7,764,174.41	Multivitamin/Mineral
9	原装进口水飞蓟素奶蓟草软胶囊熬夜健肝加班肝脏男女保健营养品	http://item.taobao.com/item.htm?id=664717629816	Sorlife	394.45	16,598	6,547,165.88	Thistle
10	美国原装进口氨糖硫酸软骨素钙骨质疏松中老年维骨力护关节缓疼痛	http://item.taobao.com/item.htm?id=722221693425	Reaps	458.00	14,103	6,459,174.00	Glucosamine
11	美国品牌赖氨酸生长素儿童青少年学生钙片助力成长发育补钙非长高	http://item.taobao.com/item.htm?id=715857469766	Bulevoice	577.75	11,174	6,455,802.17	Calcium
12	日本白芸豆提取物阻断剂大餐碳水脂肪淀粉酶吃救星阻隔	http://item.taobao.com/item.htm?id=719906246906	Merushdu	458.00	14,051	6,435,358.00	White kidney bean extract / Fruit and vegetable dietary fiber
13	【自营】Swisse斯维诗奶蓟草片护肝片120片 日常养护水飞蓟	http://item.taobao.com/item.htm?id=550977769778	Swisse	264.78	24,178	6,401,887.59	Thistle
14	gnc97%纯度深海鱼油软胶囊epa中老年omega3欧米伽成人dha非鱼肝油	http://item.taobao.com/item.htm?id=708804512025	GNC	244.58	24,660	6,031,394.90	Fish oil / Deep-sea fish oil
15	ISDG B420益生菌日本进口体重管理肠胃身材大人男女30粒/盒	http://item.taobao.com/item.htm?id=695999815443	ISDG	150.99	38,889	5,871,939.00	Probiotics

*Ranked by monthly sales revenue

*Average deal price = Sales revenue / Sales volume

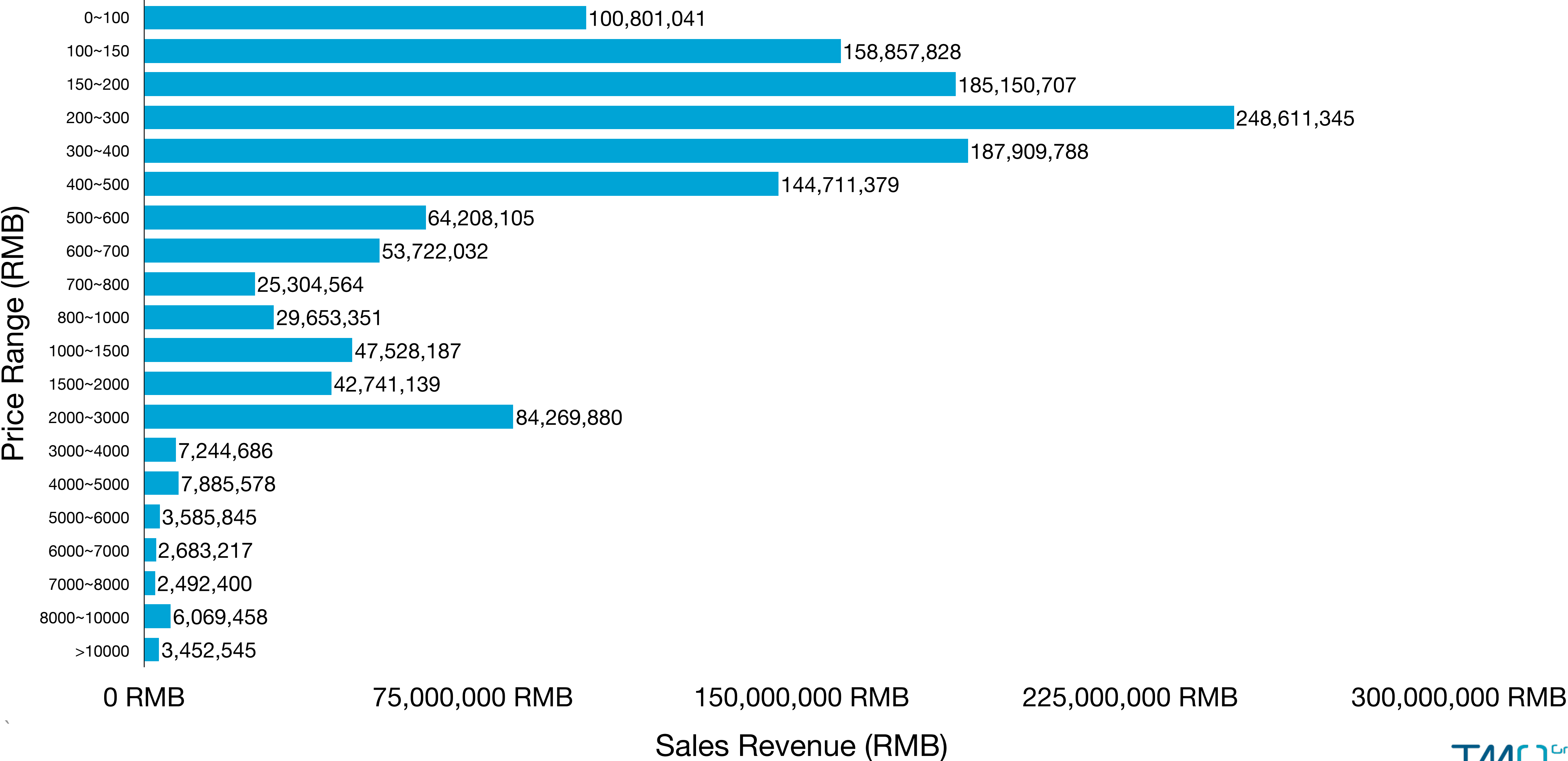
HIGH-POTENTIAL PRODUCTS (#1-10)

NO	PRODUCT TITLE	LINK	BRAND	MOM SALES GR	AVERAGE DEAL	SALES VOL	REVENUE (RMB)	SUB-CATEGORY
1	【买4送2】进口黑樱桃西芹复合片酸碱中和平衡指标呵护关节中老年	http://item.taobao.com/item.htm?id=673379705542	Boomhue	101850%	498.00	4,078	2,030,844.00	Uric acid conditioning
2	ISDG 日本进口大餐救星小腰精加快新陈代谢 葛花提取物营养片丸	http://item.taobao.com/item.htm?id=630493978181	ISDG	59038%	162.00	13,097	2,115,361.00	Weight Management
3	【TVB专享】NC舒鼻益生菌调理儿童鼻不适换季鼻易敏体质100亿	http://item.taobao.com/item.htm?id=640116388158	Nutrition Care	36495%	190.00	2,621	497,990.00	Probiotics
4	Myprotein乳清蛋白粉 1000g(2.2磅)/袋	http://item.taobao.com/item.htm?id=542531491981	Myprotein	19467%	260.00	2,348	610,480.00	Whey protein
5	美国品牌赖氨酸生长素儿童青少年学生钙片助力成长发育补钙非长高	http://item.taobao.com/item.htm?id=715857469766	Bulevoice	10760%	578.00	11,174	6,455,802.17	Calcium
6	日本品牌藻油DHA儿童青少年高中生学生记忆力补充学习成人脑鱼油	http://item.taobao.com/item.htm?id=722448775845	Others(山田陽一)	10404%	2,050.00	30,108	61,716,233.54	Fish Oil / Deep Sea Fish Oil
7	【专攻顽固 轻松瘦】饱腹 控食欲瘦出S腰 塑造美丽健康身材!	http://item.taobao.com/item.htm?id=724894120092	NeWBiolabs	9271%	267.00	6,333	1,692,404.57	L-carnitine
8	美国进口赖氨酸生长素儿童钙片青少年助力吸收补钙铁锌成长高钙片	http://item.taobao.com/item.htm?id=726432303478	HMOJI nutrition	6984%	430.00	41,532	17,852,128.01	Calcium
9	美国乐斯可Losoki护肝片水飞奶蓟草养肝护肝男女保健熬夜救星正品	http://item.taobao.com/item.htm?id=722951325555	Losoki	5191%	371.00	1,363	505,485.00	Thistles
10	ISDG日本进口白芸豆藤黄果阻断剂膳食纤维大餐救星营养片非酵素	http://item.taobao.com/item.htm?id=665821476766	ISDG	3350%	145.00	6,180	893,179.00	Beauty Supplement

*Products that have sales higher than the average and rank in the top 10 in terms of month-on-month growth rate.

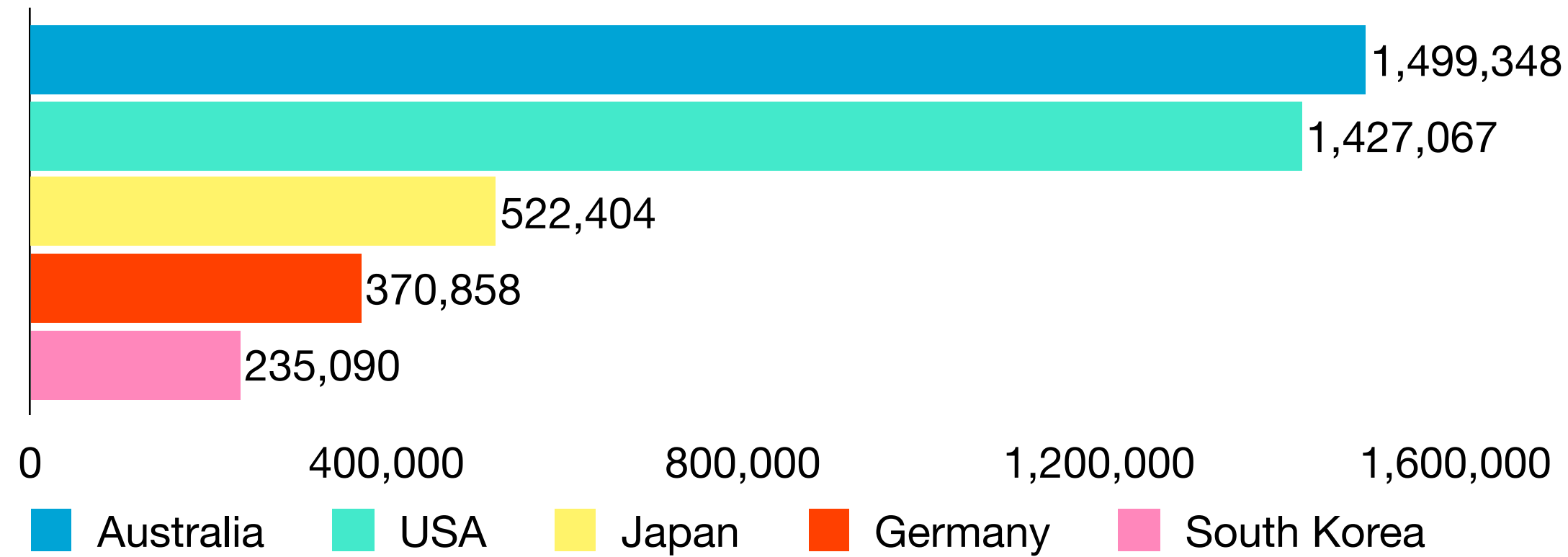
*Average Deal Price = Sales Revenue / Sales Volume

PRODUCT PRICE RANGE

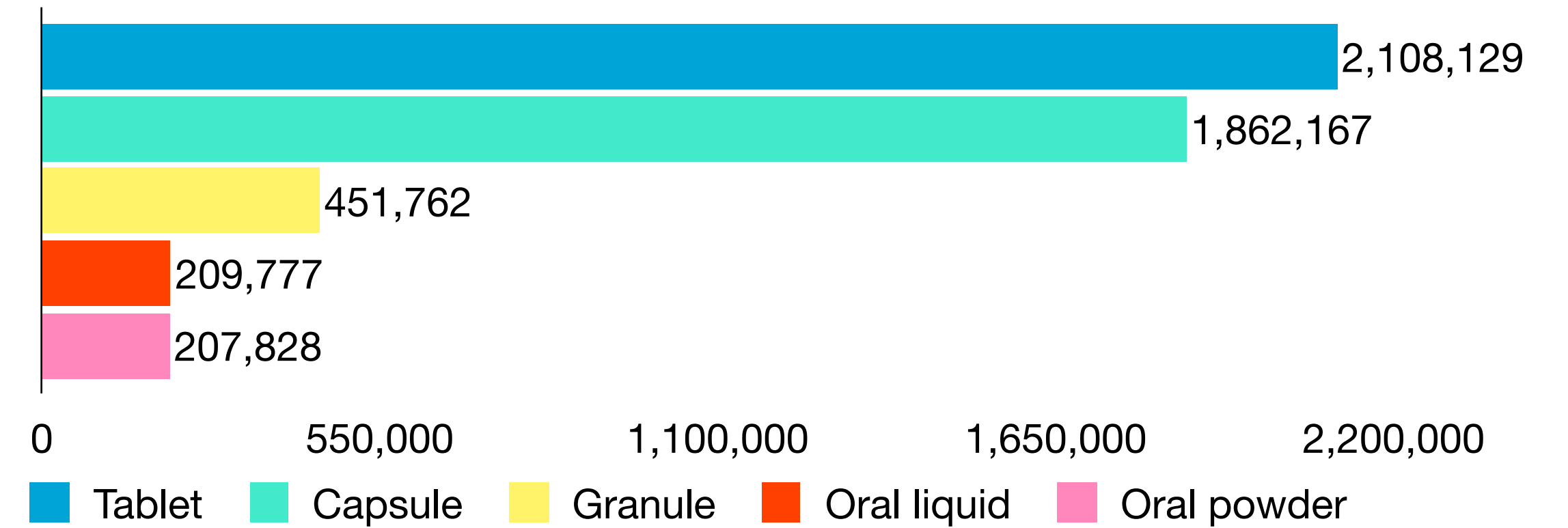


POPULAR PRODUCT CHARACTERISTICS

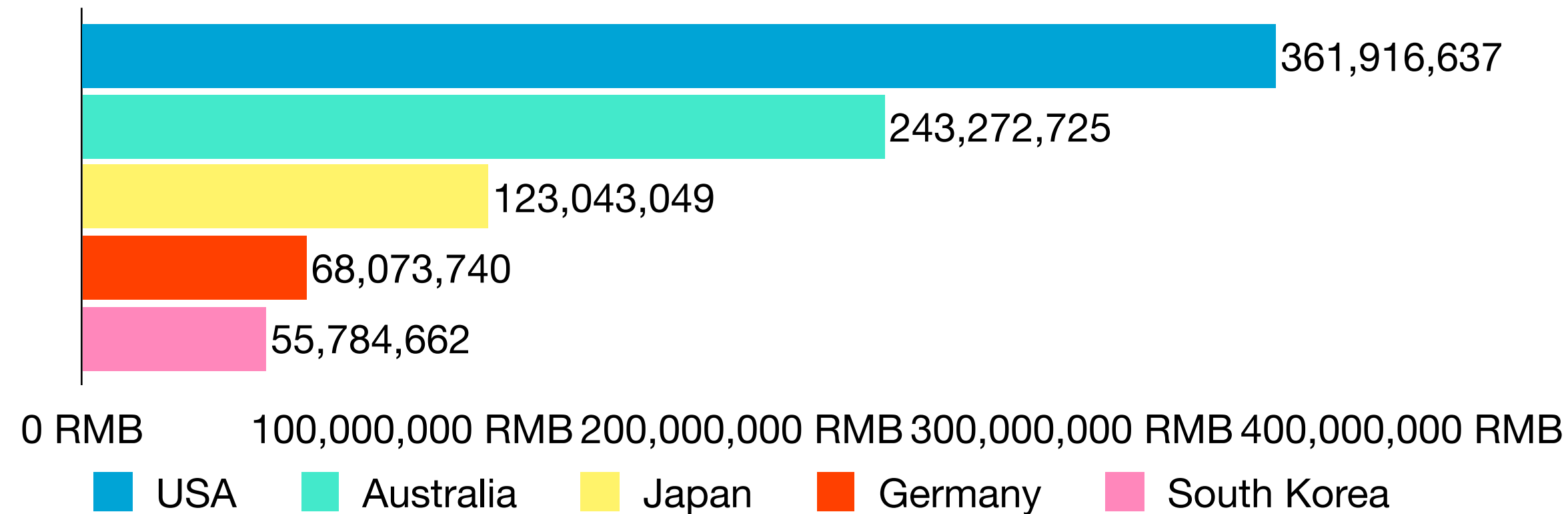
Monthly Sales Volume by Country of Origin



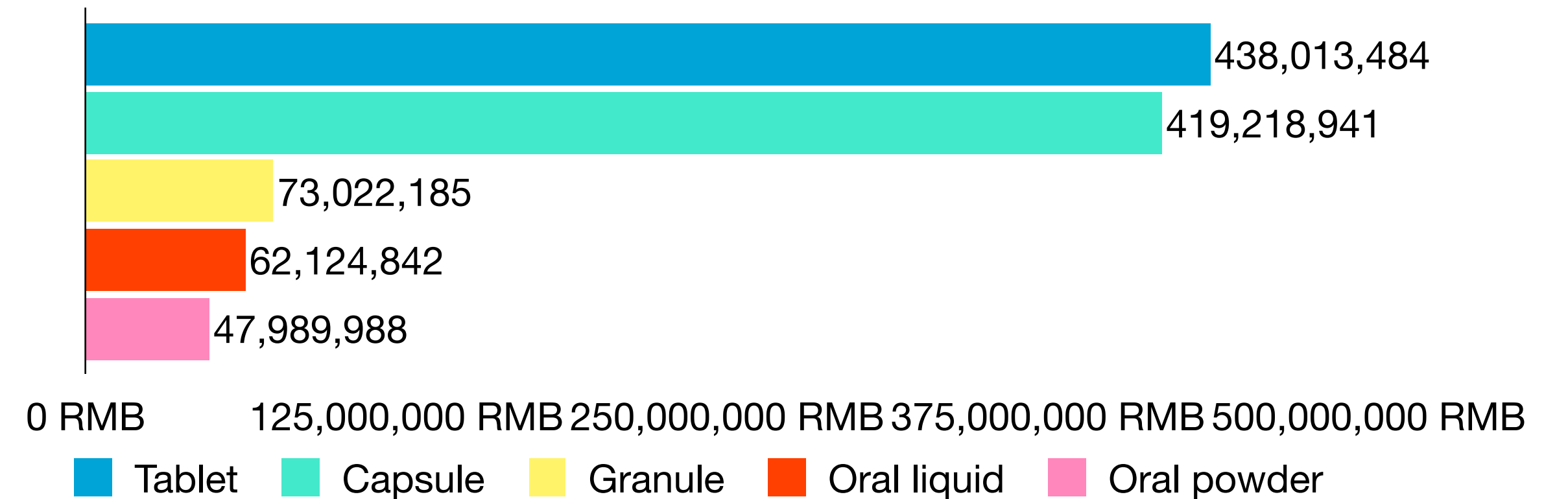
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin



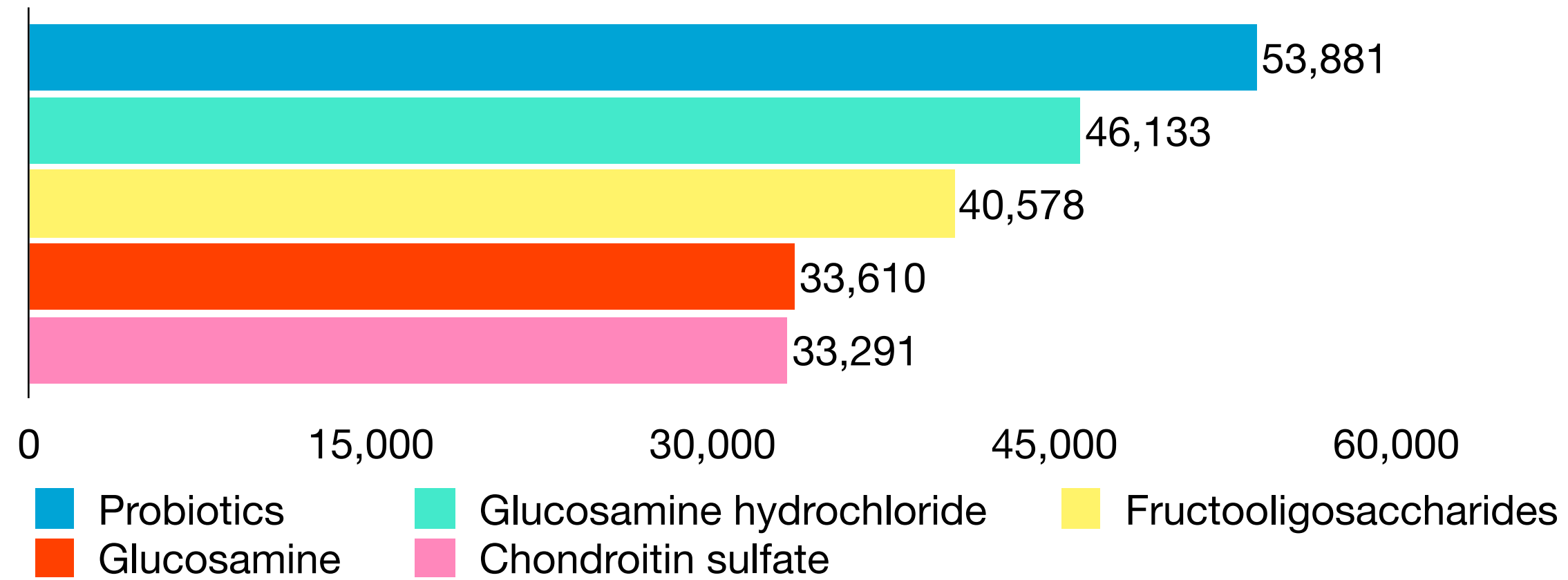
Monthly Sales Revenue (RMB) by Product Form



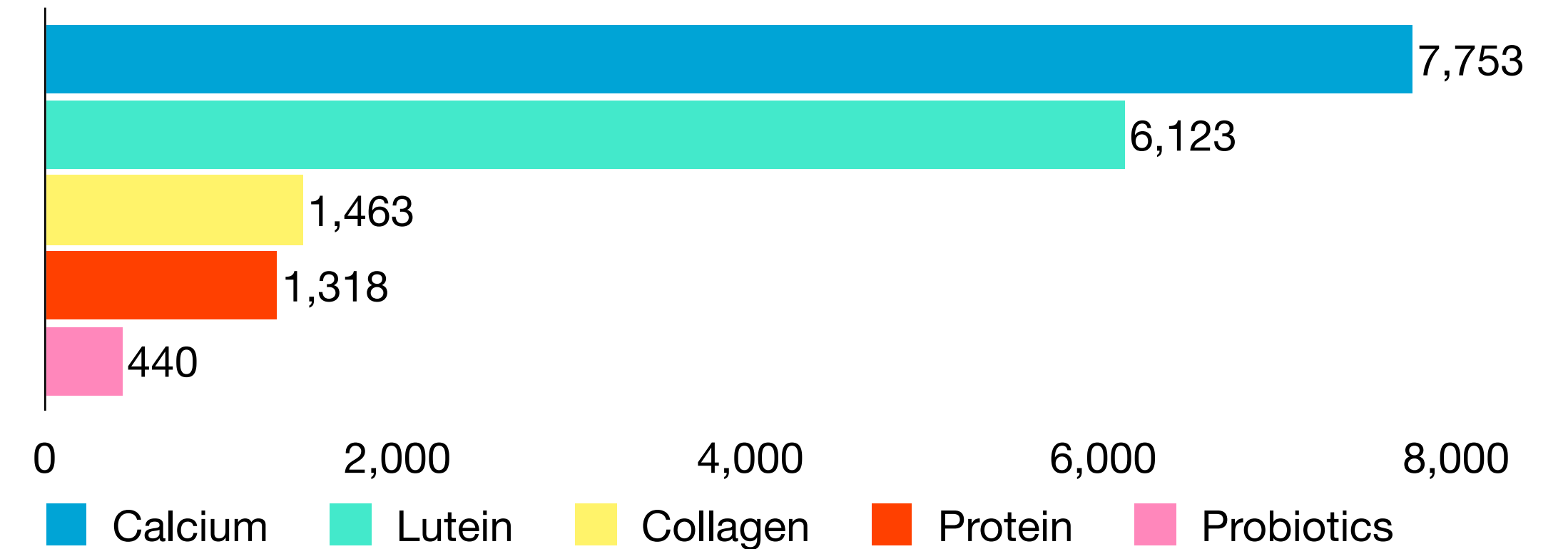
* Note: Attributes are filled by the merchants and may not fully reflect the overall market.

POPULAR PRODUCT CHARACTERISTICS

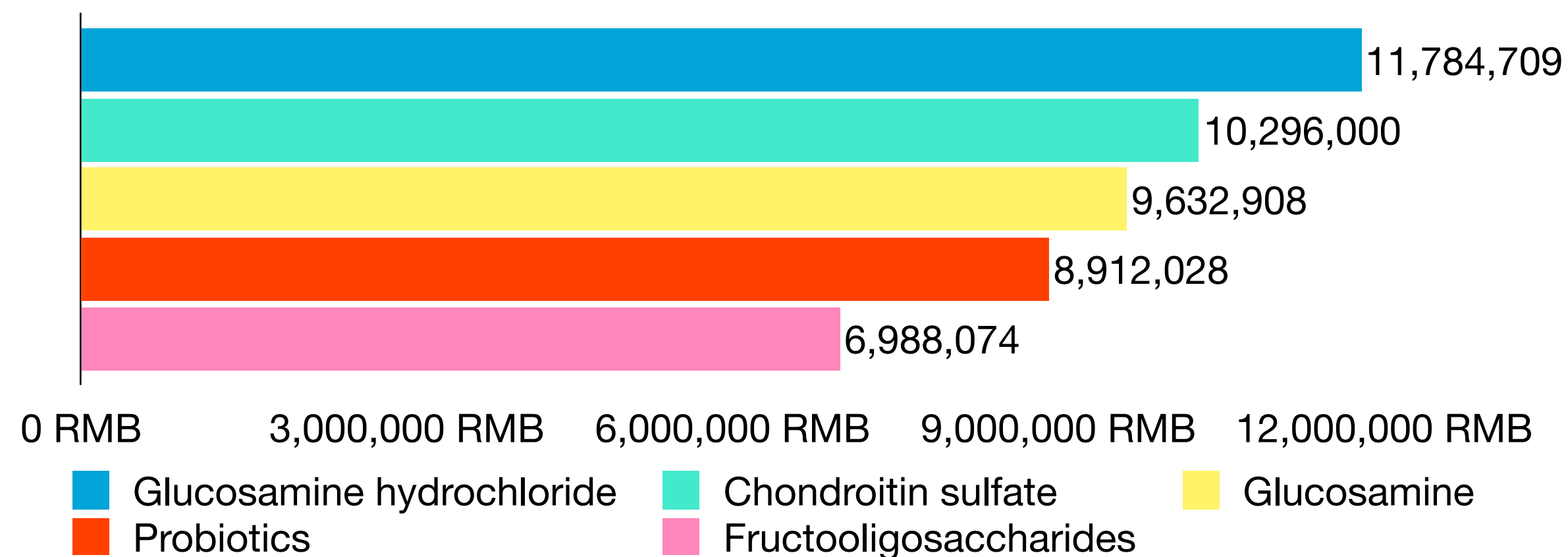
Monthly Sales Volume by Nutrition



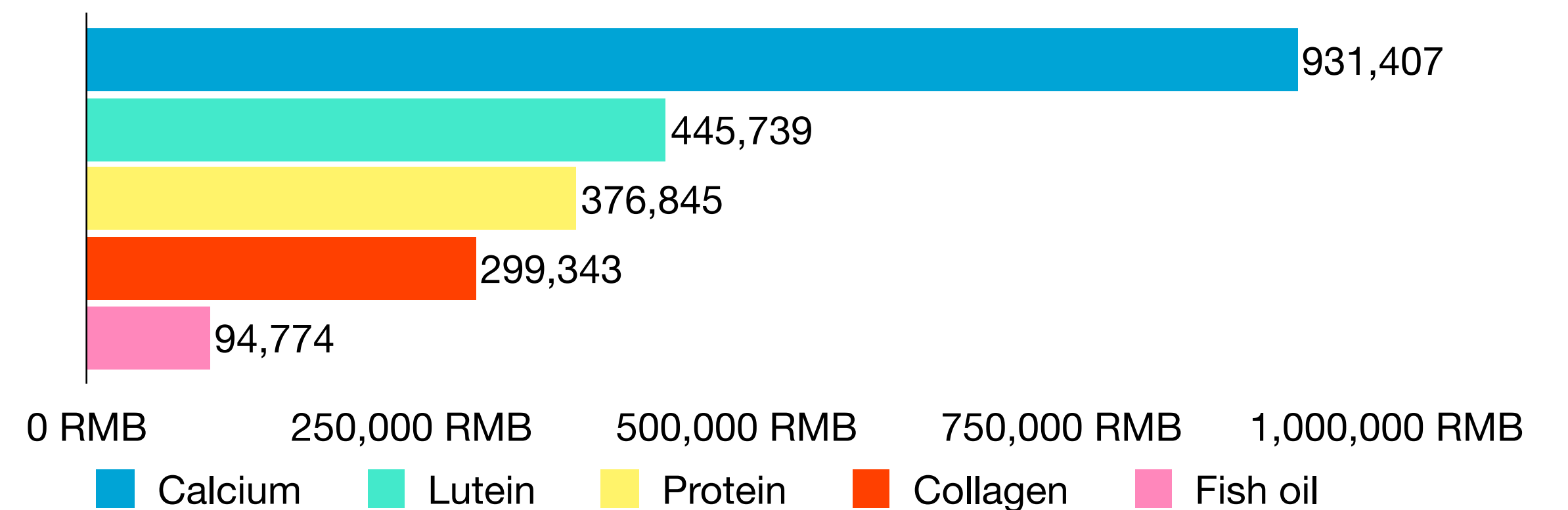
Monthly Sales Volume by Ingredient Materials



Monthly Sales Revenue (RMB) by Nutrition

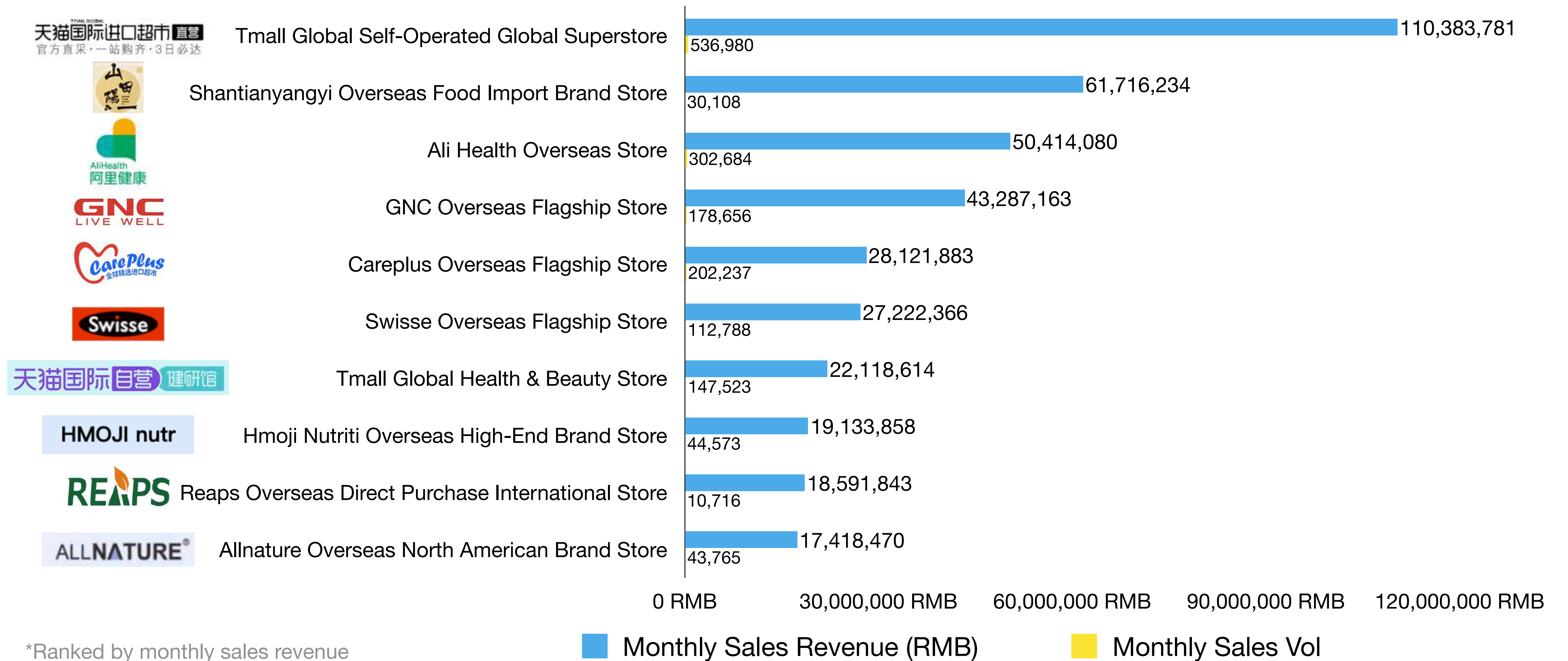


Monthly Sales Revenue (RMB) by Ingredient Materials

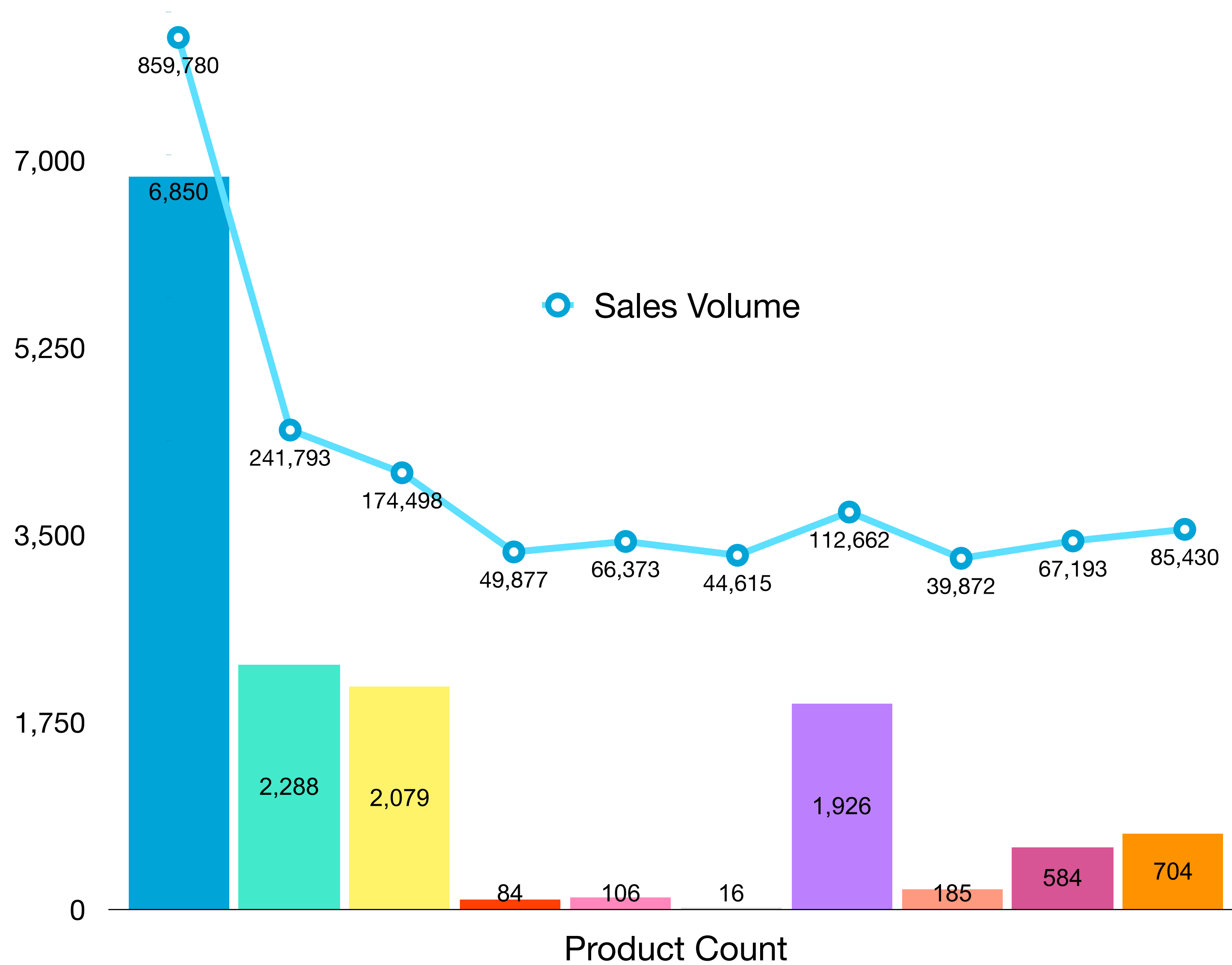


* Note: Attributes are filled by the merchants and may not fully reflect the overall market.

TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Swisse	148,171,636	Australia
	GNC	58,283,018	USA
	Blackmores	29,876,517	Australia
	Reaps	29,580,664	USA
	Allnature	26,734,374	USA
	Folotto	18,415,522	USA
	Fancl	17,874,899	Japan
	Sorlife	17,271,857	USA
	Move Free	16,893,266	USA
	Life Space	16,055,014	Australia

*Ranked by monthly sales revenue

TOP 10 BRANDS PRICE DISTRIBUTION

	0-150	150-300	300-500	500-700	>700
Swisse	35.77%	48.12%	9.72%	5.28%	1.09%
GNC	6.25%	78.1%	14.21%	0.81%	0.64%
Blackmores	7.31%	56.22%	22.01%	4.71%	9.74%
Reaps	0.01%	0%	39.85%	15.58%	44.55%
Allnature	1.1%	1.55%	22.99%	1.8%	72.55%
Folotto	0%	0.01%	99.93%	0.02%	0.04%
Fancl	24.14%	49.91%	17.87%	5.5%	2.58%
Sorlife	2.12%	4.34%	67.42%	17.81%	8.33%
Move Free/益节	21.25%	31.21%	39.7%	6.57%	1.29%
Life Space	20.03%	72.17%	4.67%	1.32%	1.81%

*% of top 10 brands sales revenue within the price range

Data Upgrade Notification:

Starting from the April 2023 monthly data pack, TMO has optimized and adjusted the data collection methods used in the reports to provide readers with improved content. **Readers will notice that the sales data in the data packs show a decrease compared to previous packs**, while the overall market landscape remains unchanged. **This decrease is attributed to the enhanced accuracy of data collection**, resulting in improved aggregation results in the following areas:

- **Store Count:** The Store count is calculated based on actual sales-generating stores, excluding inactive or non-performing stores from the calculation.
- **Product Count:** The product count is determined by considering actual sales-generating products measured in terms of Standard Product Unit (SPUs), excluding products that have not contributed to sales during the specified period.
- **Sales Volume:** The sales volume data has been refined by removing anomalous data points such as fake orders, while also excluding returns and refunds. This ensures that the monthly sales volume reflects a more accurate representation of the actual market situation.
- **Sales Revenue:** Due to adjustments in the calculation methodology for product count and sales volume, the monthly sales revenue data has noticeably decreased. TMO removes anomalous data points like fake orders and returns/refunds, resulting in more accurate sales revenue figures.

*Explanation of data deviations:

Although we utilize our own sophisticated and comprehensive algorithmic models for data analysis, it is important to note that there may still be some data deviations due to the nature of data collection and calculation dimensions. **Here are a few factors that contribute to these deviations:**

- **Overall Collection Dimension:** There may be instances where some stores are not yet included in the data collection process, resulting in partial store coverage.
- **Accuracy of Sales Volume Dimension:** Rapid delisting of certain products can result in missing relevant data, causing the sales volume to be slightly lower than the actual figures. Additionally, updates to public page data may introduce some delay, resulting in temporal discrepancies in the sales volume.
- **Accuracy of Sales Revenue Dimension:** Some information, such as store-specific member coupons or platform-wide discounts, may not be accessible through public pages. The calculation of prices for multiple SKUs related to promotional coupons can introduce variations, leading to deviations in the accuracy of sales revenue calculations.

Overall data accuracy ranges from 80% to 95%, with some brands or stores exhibiting larger variances.

Readers are advised to approach the data with caution and use it as a reference rather than an absolute measure.



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.