

TMC Group



CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

August 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/>

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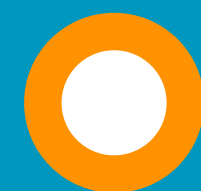
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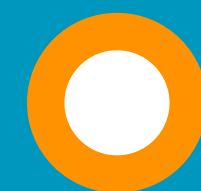
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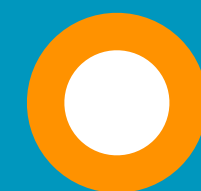
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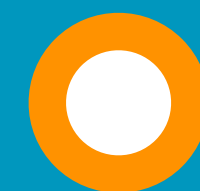
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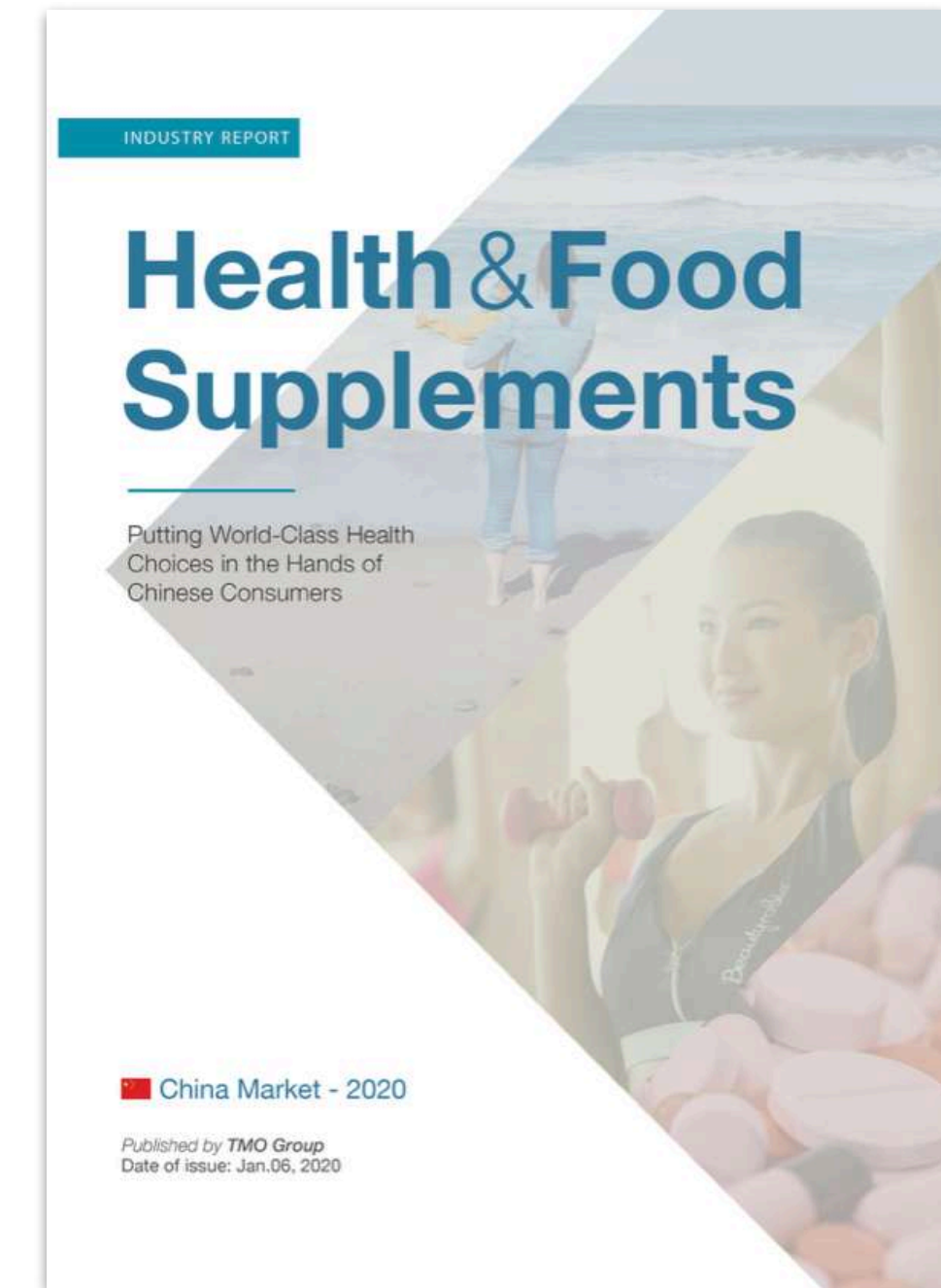
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[2023.07](#)



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.

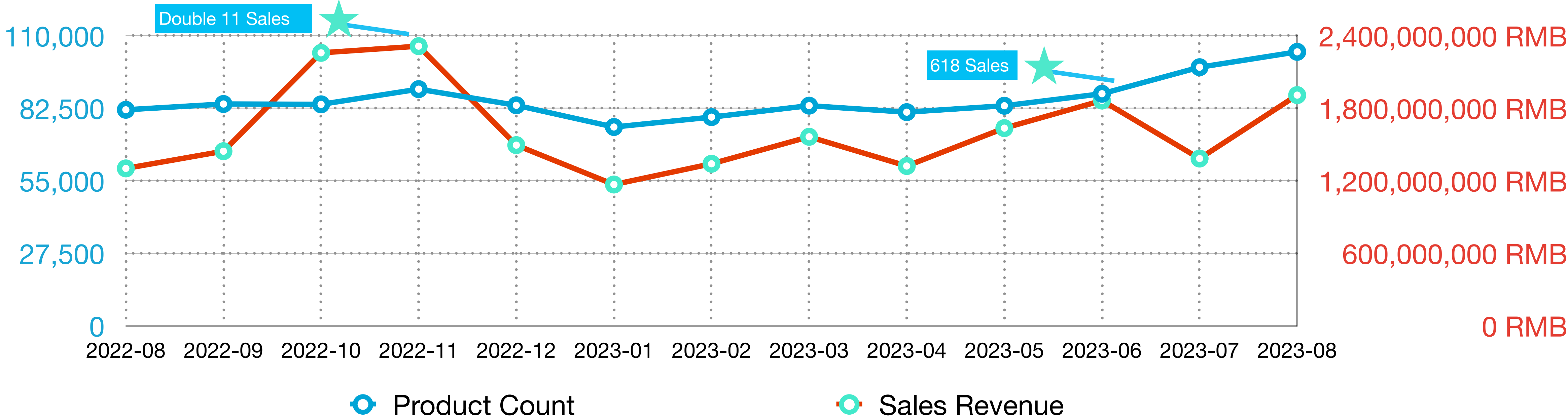
For more TMO guides and reports, visit <https://www.tmogroup.asia/resources/>

OVERSEAS FOOD & SUPPLEMENTS MARKET

2023.08

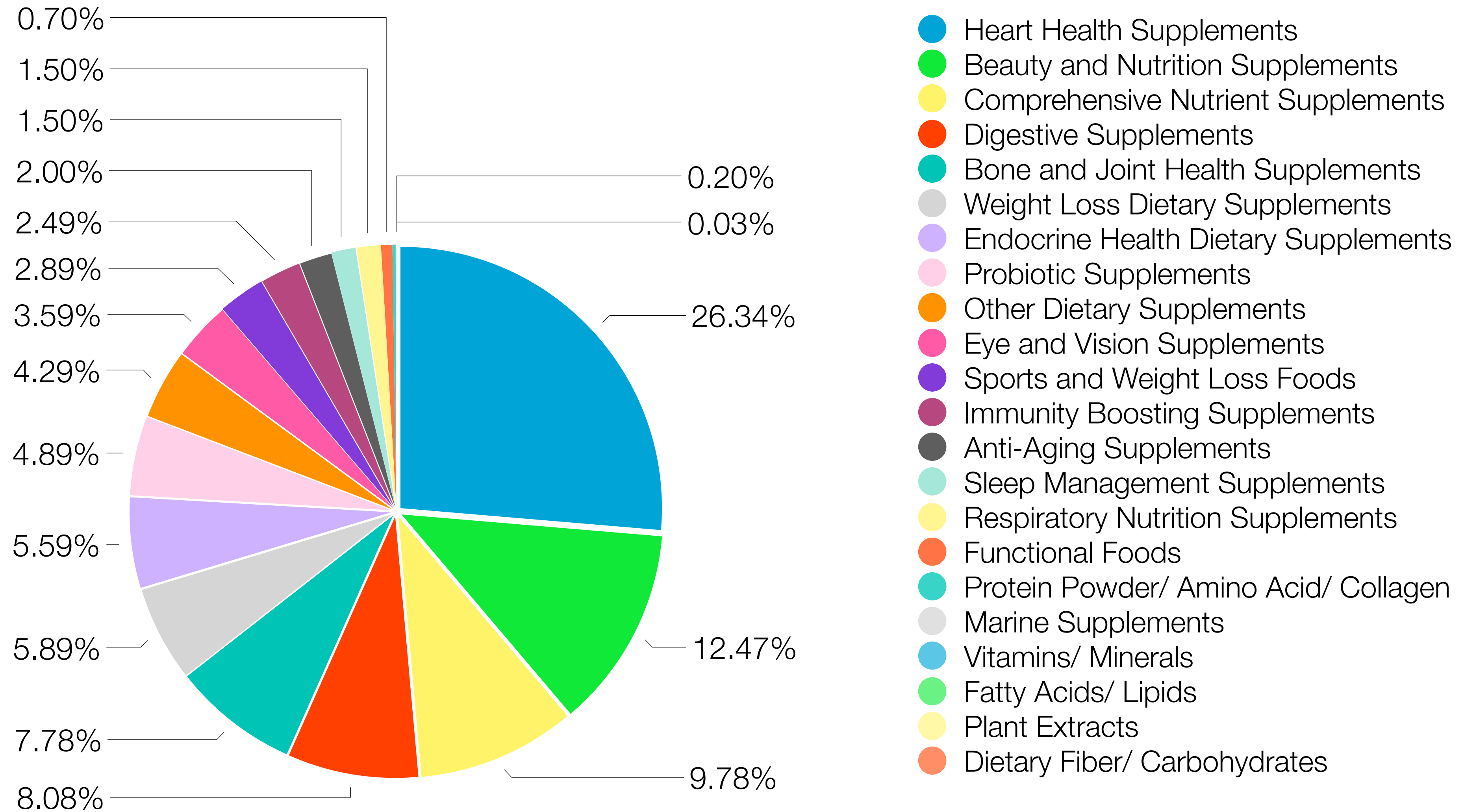
Revenue: 1,908,890,952.18 RMB	Sales Vol.: 8,420,177	Market share: 45.40%
Product Count: 103,900	Store Count: 5,361	Brands Count: 3,522

Historical Data 2022.08 - 2023.08



*Data was collected at beginning of September 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

[Self-operated] Swisse Calcium Tablets Vitamin D Calcium Supplement for Pregnant Women, Middle-aged and Elderly Calcium Citrate Tablets

Sub-Category: Calcium
Brand: Swisse
Average Deal: 143.96 RMB
Revenue: 7,903,899.24 RMB
Sales Volume: 54,900

NO. 2

Swisse liver protection tablets for women to purify Swisse milk thistle late night nourishing liver supplement for men

Sub-Category: Thistles
Brand: Swisse
Average Deal: 174.92 RMB
Revenue: 8,294,772.81 RMB
Sales Volume: 47,419

NO. 3

DHA seaweed oil imported from the United States for children, teenagers, high school students, student performance supplements for learning and brain power

Sub-Category: Fish oil
Brand: Folotto
Average Deal: 483.83 RMB
Revenue: 19,583,302.17 RMB
Sales Volume: 40,475

NO. 4

Golden Caesar Fish Oil 95% Purity Omega3 Deep Sea Fish Oil Soft Capsule MeaQuor1000 Omega Fish Oil

Sub-Category: Fish oil
Brand: Omegor
Average Deal: 207.44 RMB
Revenue: 7,934,425.10 RMB
Sales Volume: 38,249

NO. 5

GNC Time Pack Daily Nutrition Pack for Women and Men Multivitamins and Minerals B Complex 30 Health Products

Sub-Category: Multivitamins
Brand: GNC
Average Deal: 221.39 RMB
Revenue: 7,556,689.90 RMB
Sales Volume: 34,132

*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
<p>[Buy 4 Get 3 Free] American imported Antarctic krill oil softening capsules triglyceride plaque blood vessel omega-3</p> <p>Sub-Category: Fish oil Brand: Reaps Average Deal Price: 1921.32 RMB Revenue: 61,774,325.97 RMB Sales Volume: 32,152</p>	<p>DHA seaweed oil imported from the United States for children, teenagers, high school students, student performance supplements for learning and brain power</p> <p>Sub-Category: Fish oil Brand: Folotto Average Deal Price: 483.83 RMB Revenue: 19,583,302.17RMB Sales Volume: 40,475</p>	<p>The United States imports DHA algae oil for students to supplement memory for children, teenagers, adults, high school students, and brain power.</p> <p>Sub-Category: Fish oil Brand: Aucrioste Average Deal Price: 418.20 RMB Revenue: 12,984,273.60RMB Sales Volume: 31,048</p>	<p>Buy 6 get 4 free Antarctic coenzyme krill oil omega3 astaxanthin natto phospholipid red yeast rice middle-aged and elderly fish oil blood lipids</p> <p>Sub-Category: Fish oil Brand: TTU Average Deal Price: 403 RMB Revenue: 12,750,114.00 RMB Sales Volume: 31,638</p>	<p>The United States imports algae oil DHA for students' memory, children, teenagers and high school students to supplement learning and adult brain power.</p> <p>Sub-Category: Fish oil Brand: Folotto Average Deal Price: 369.00 RMB Revenue: 11,569,626.00 RMB Sales Volume: 31,354</p>

*Ranked by monthly sales revenue

8 *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	German brand algae oil DHA student memory children adolescents high school students supplement learning adult brain power	http://item.taobao.com/item.htm?id=717605987858	Dacudi	355.20	31,410	11,156,832.00	Fish oil / Deep sea fish oil
7	The United States imports the 5.0 enhanced version of DHA for student memory, children, teenagers, high school students, and adult brain power algae oil	http://item.taobao.com/item.htm?id=722443924238	Folotto	329.10	31,680	10,425,888.00	Fish oil / Deep sea fish oil
8	[Self-operated] Swisse Milk Thistle Liver Protection Tablets 120 Tablets Milk Thistle Stay up late and work overtime to protect men and women	http://item.taobao.com/item.htm?id=550977769778	Swisse	324.30	30,565	9,912,272.65	Thistles
9	[4 get 3 free] American high-end Antarctic krill oil 1100mg contains astaxanthin omega-3 lecithin for middle-aged and elderly people	http://item.taobao.com/item.htm?id=675009547780	Funrich	608.00	15,713	9,553,504.00	Krill oil
10	American brand lysine growth hormone calcium tablets for children, teenagers and students to help growth and development, supplement calcium but not grow taller	http://item.taobao.com/item.htm?id=715857469766	Bulevoice	802.32	11,354	9,109,588.42	Ca, Mg & Zn
11	White kidney bean extract blocker imported from Japan is a feast of carbohydrates and fats, a savior that blocks sugar and oil.	http://item.taobao.com/item.htm?id=720105671609	Dykam	428.00	21,223	9,083,444.00	White kidney bean extract / Fruit and vegetable dietary fiber
12	GNC97% purity deep sea fish oil soft capsule epa middle-aged and elderly omega3 omega adult dha non-cod liver oil	http://item.taobao.com/item.htm?id=708804512025	GNC	266.93	32,647	8,714,748.18	Fish oil / Deep sea fish oil
13	[Blood Sugar Balance] Natural oral insulin imported from the United States improves metabolism of chromium for middle-aged and elderly people	http://item.taobao.com/item.htm?id=683034583220	Reaps	413.00	20,909	8,635,417.00	Krill oil
14	Swisse liver protection tablets for women to purify swisse milk thistle late night nourishing liver supplement for men	http://item.taobao.com/item.htm?id=527050980299	Swisse	174.92	47,419	8,294,772.81	Thistles
15	GNC high concentration light liver tablets, liver protection tablets, milk thistle, milk thistle, late night health care products, liver hangover medicine	http://item.taobao.com/item.htm?id=704760433431	GNC	299.51	27,394	8,204,847.10	Thistles

*Ranked by monthly sales revenue

*Average deal price = Sales revenue / Sales volume

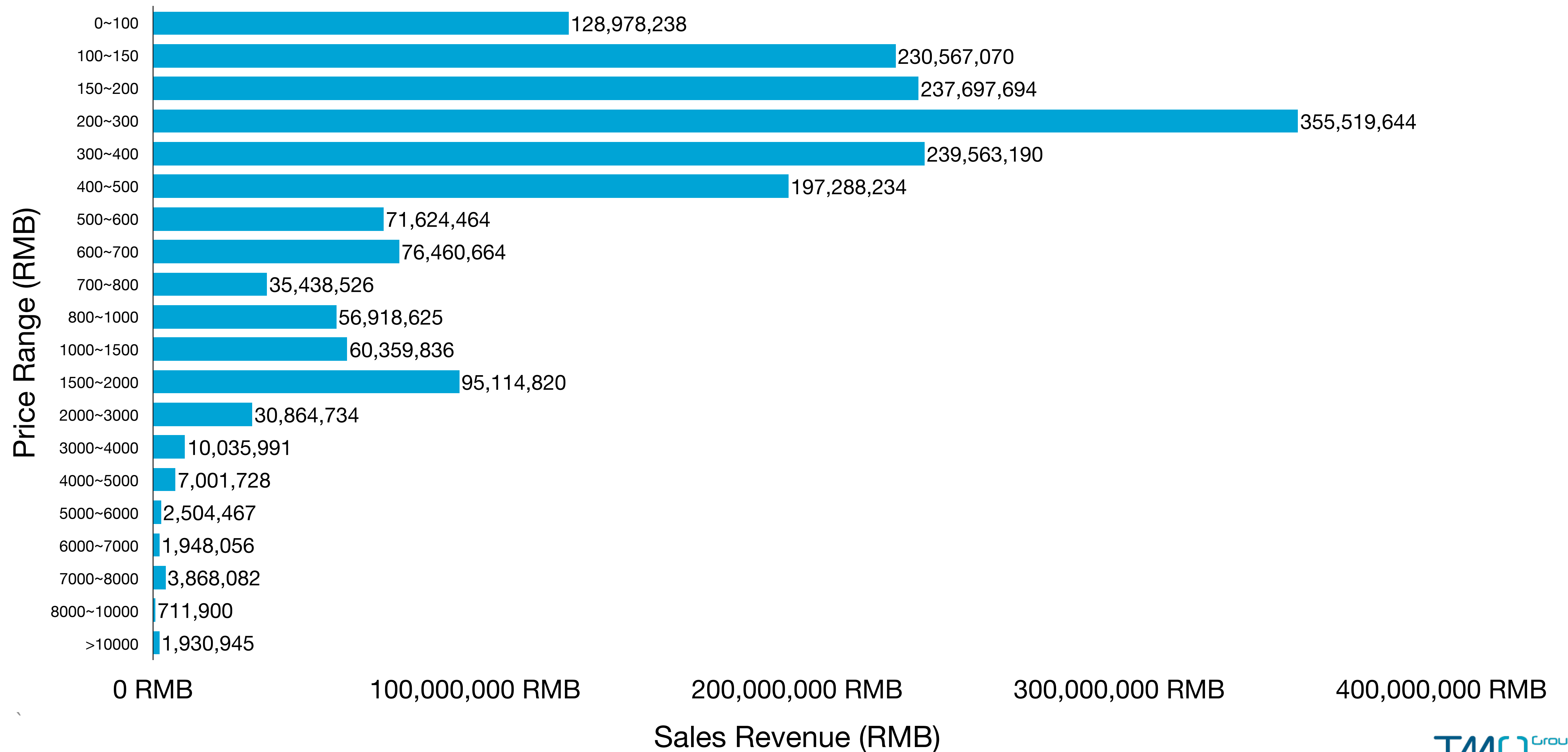
HIGH-POTENTIAL PRODUCTS (#1-10)

NO	PRODUCT TITLE	LINK	BRAND	MOM GROWTH	AVERAGE DEAL PRICE	SALES VOL	REVENUE (RMB)	SUB-CATEGORY
1	German brand algae oil DHA student memory children adolescents high school students supplement learning adult brain power	http://item.taobao.com/item.htm?id=727725079136	Dacudi	263229%	355.00	3,173	1,127,049.60	Fish oil / Deep sea fish oil
2	[Self-operated] Swisse Celery Seed Capsules + High Concentration Milk Thistle Liver Protection Tablets to Relieve Joints	http://item.taobao.com/item.htm?id=687958182975	Swisse	68514%	600.00	4,115	2,468,045.00	Thistles
3	The United States imports DHA algae oil for students to supplement memory for children, teenagers, adults, high school students, and brain power.	http://item.taobao.com/item.htm?id=720975218227	Aucrioste	43914%	495.00	3,101	1,534,312.78	Fish oil / Deep sea fish oil
4	The United States imports 18 kinds of active probiotics for adults to regulate the gastrointestinal tract and adult bifidobacterium authentic freeze-dried	http://item.taobao.com/item.htm?id=700776139520	Allnature	20486%	368.00	3,117	1,147,056.00	Probiotics
5	[Antisugar Ling buy 3 get 1 free] American original blood sugar balancing natural oral insulin improves metabolism chromium element	http://item.taobao.com/item.htm?id=691282077634	Wueis	15430%	565.00	1,092	617,460.48	Blood sugar regulating supplements
6	ISDG white kidney bean garcinia cambogia blocker dietary fiber meal savior nutritional tablets non-enzyme	http://item.taobao.com/item.htm?id=730004441806	ISDG	14126%	154.00	4,537	698,189.00	Beauty supplements
7	EZZ compound milk thistle, milk thistle, drinking alcohol, staying up late to nourish the liver, protect the liver, detoxify and purify, listed brand [TK]	http://item.taobao.com/item.htm?id=703511441142	EZZ	13401%	148.00	26,731	3,956,188.00	Thistles
8	American Losoki Deep Sea Fish Oil Capsules High Content Omega-3 Enhances Brain Replenishing and Memory Genuine Products	http://item.taobao.com/item.htm?id=727102743529	Losoki	9947%	254.00	2,619	665,828.80	Fish oil / Deep sea fish oil
9	DHA seaweed oil imported from the United States for children, teenagers, high school students, student performance supplements for learning and brain	http://item.taobao.com/item.htm?id=729556934713	Folotto	6027%	484.00	40,475	9,583,302.17	Fish oil / Deep sea fish oil
10	Ellovca Grape Seed Oligomeric Proanthocyanidins OPC Rejuvenating Pills 30 capsules	http://item.taobao.com/item.htm?id=649262354550	Ellovca	5798%	751.00	871	653,869.00	Grape seed extract

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

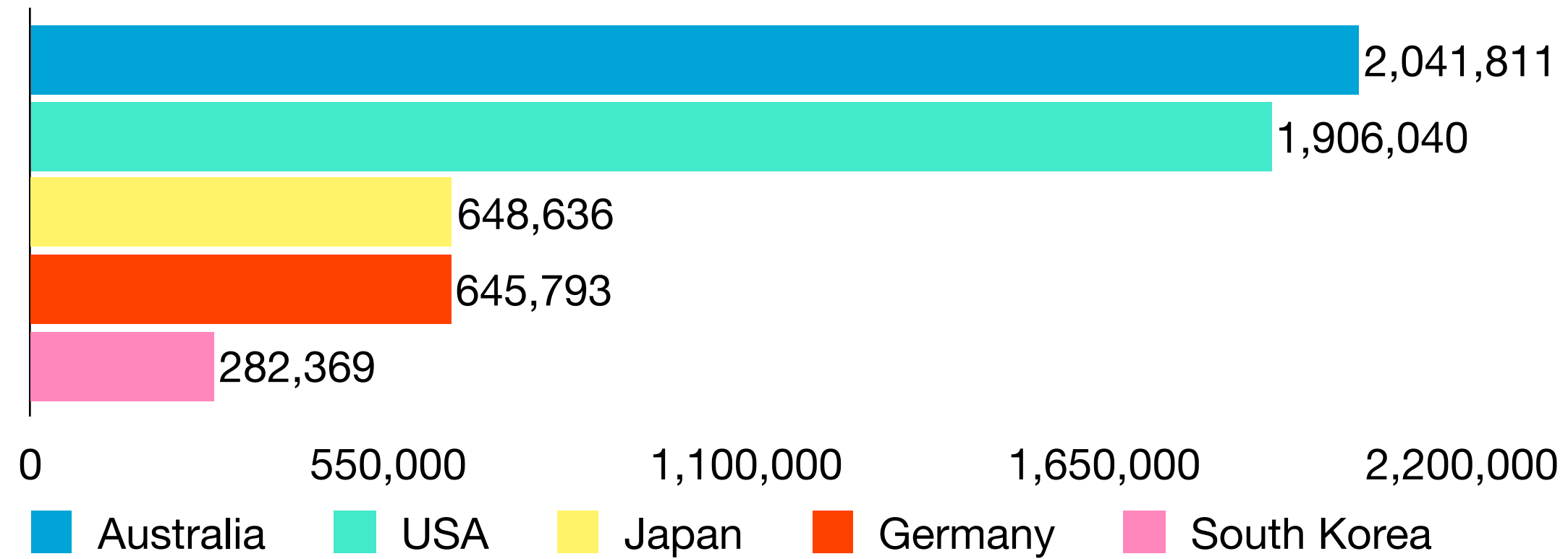
*Average Deal Price = Sales Revenue / Sales Volume

PRODUCT PRICE RANGE

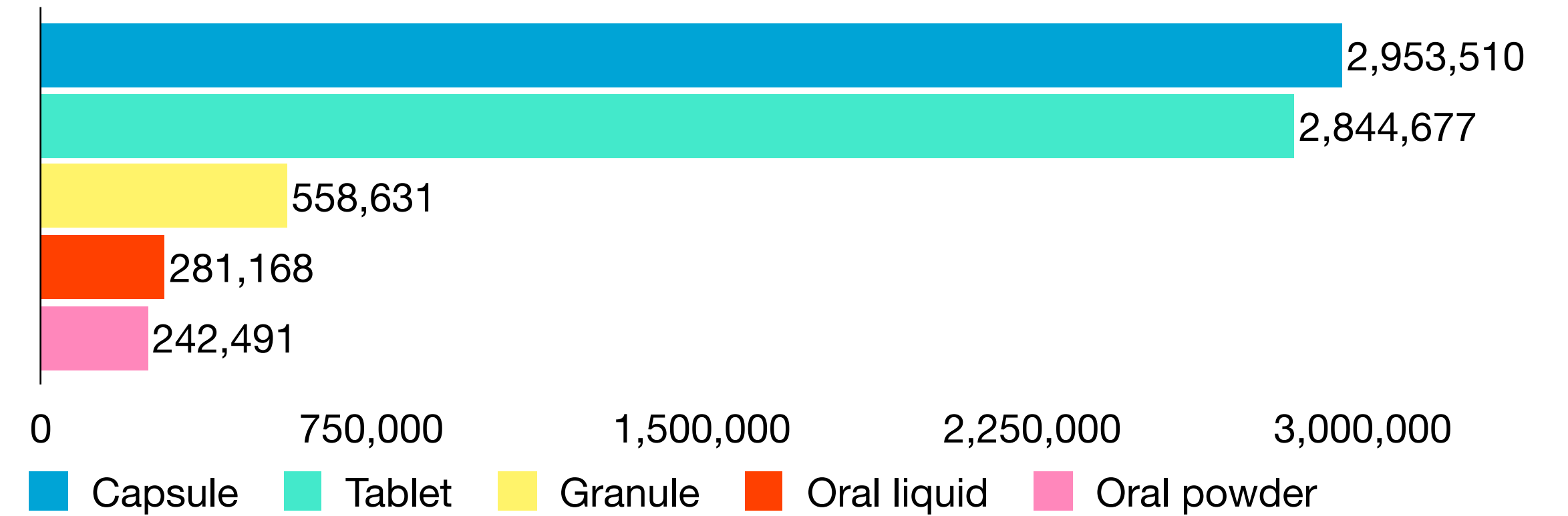


POPULAR PRODUCT CHARACTERISTICS

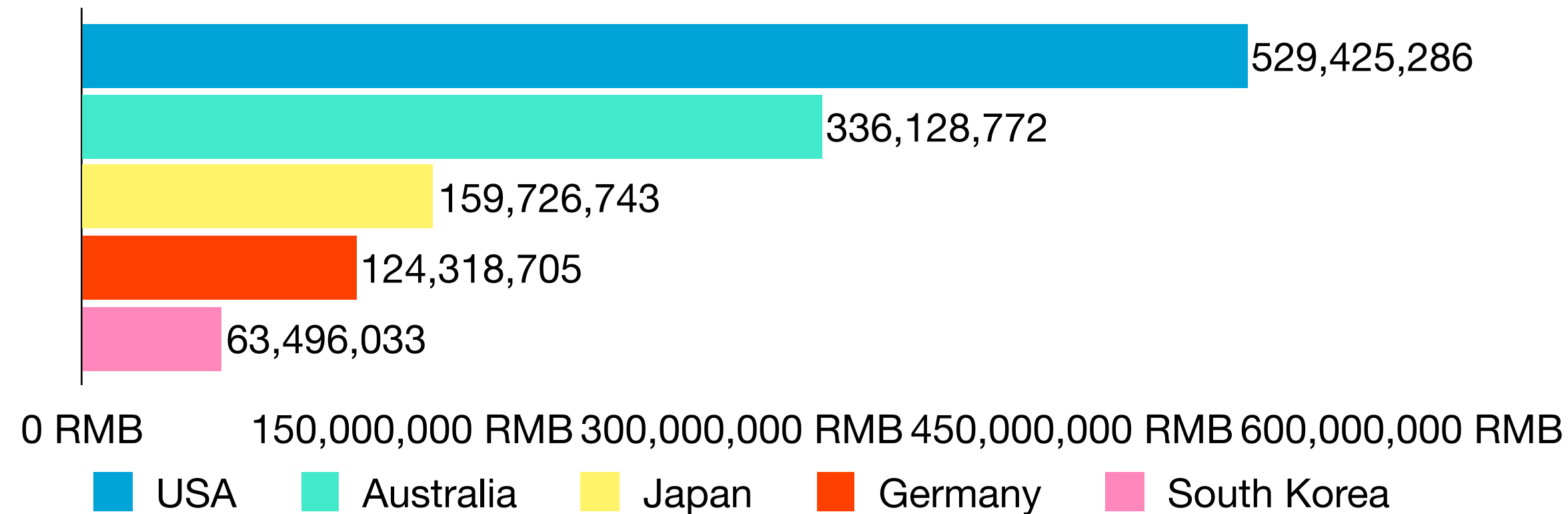
Monthly Sales Volume by Country of Origin



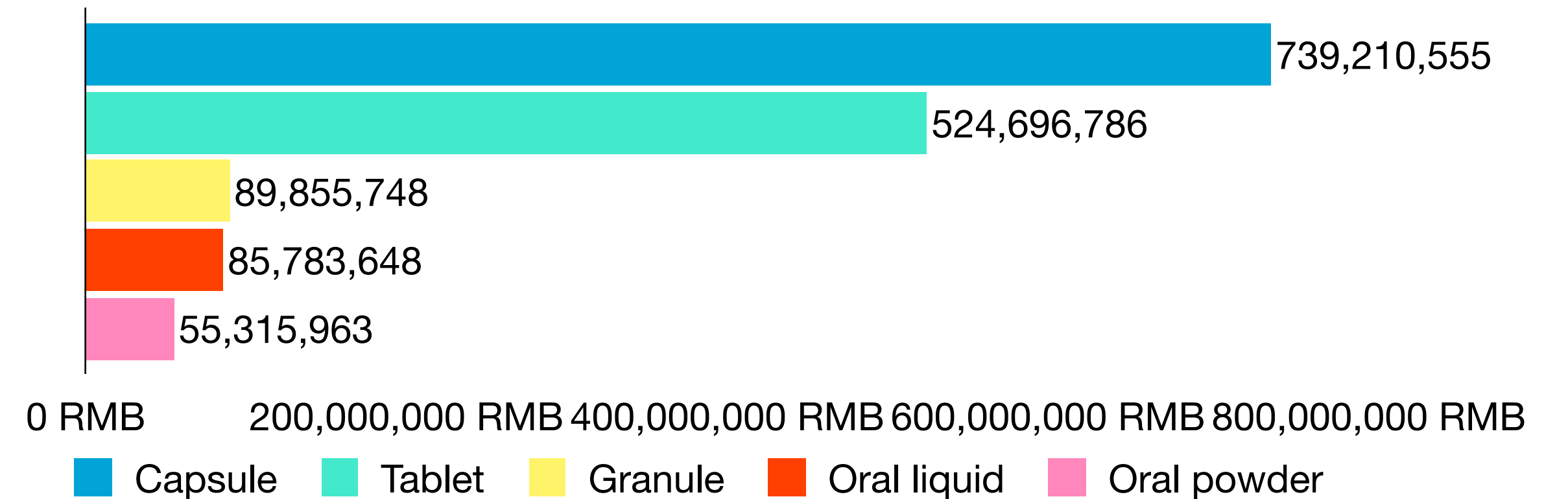
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin



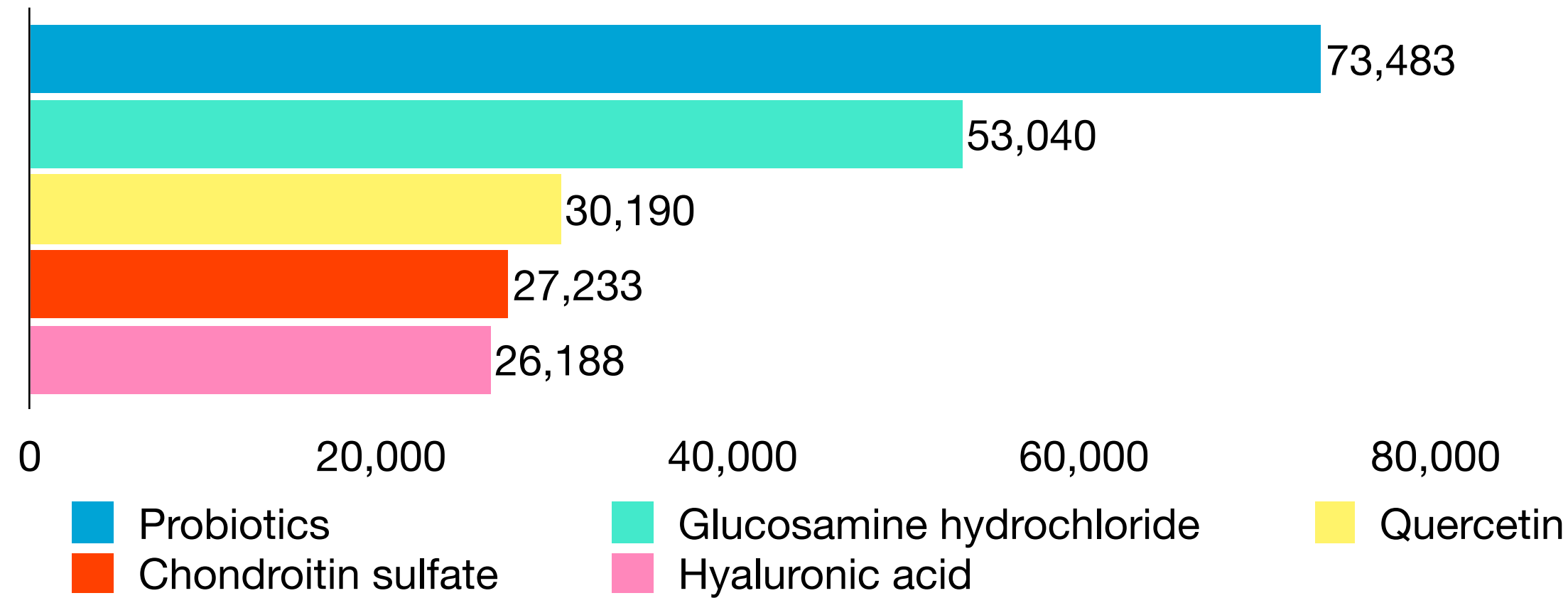
Monthly Sales Revenue (RMB) by Product Form



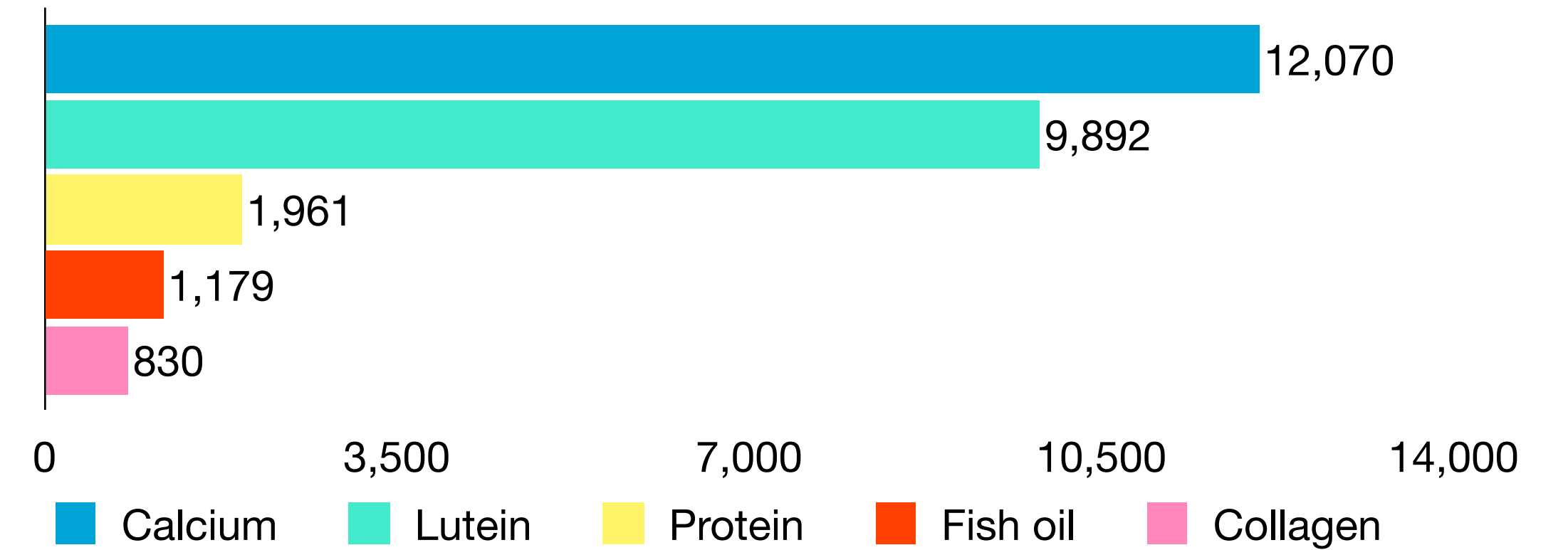
* Note: Attributes are filled by the merchants and may not fully reflect the overall market.

POPULAR PRODUCT CHARACTERISTICS

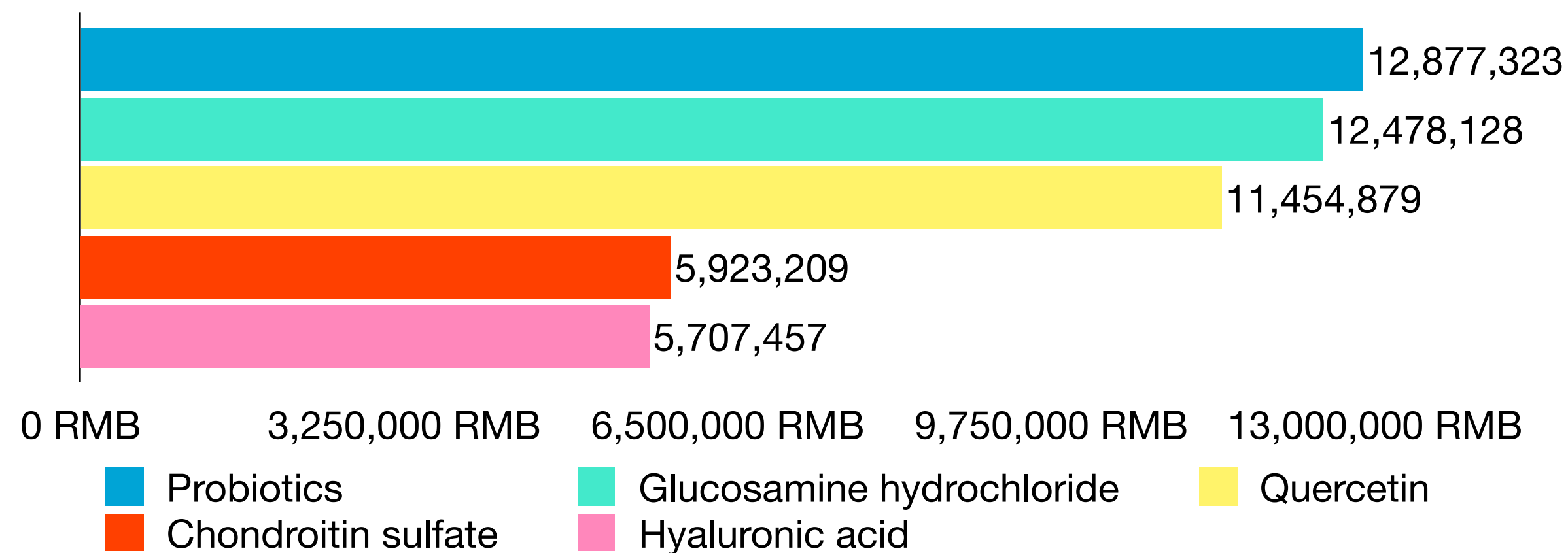
Monthly Sales Volume by Nutrition



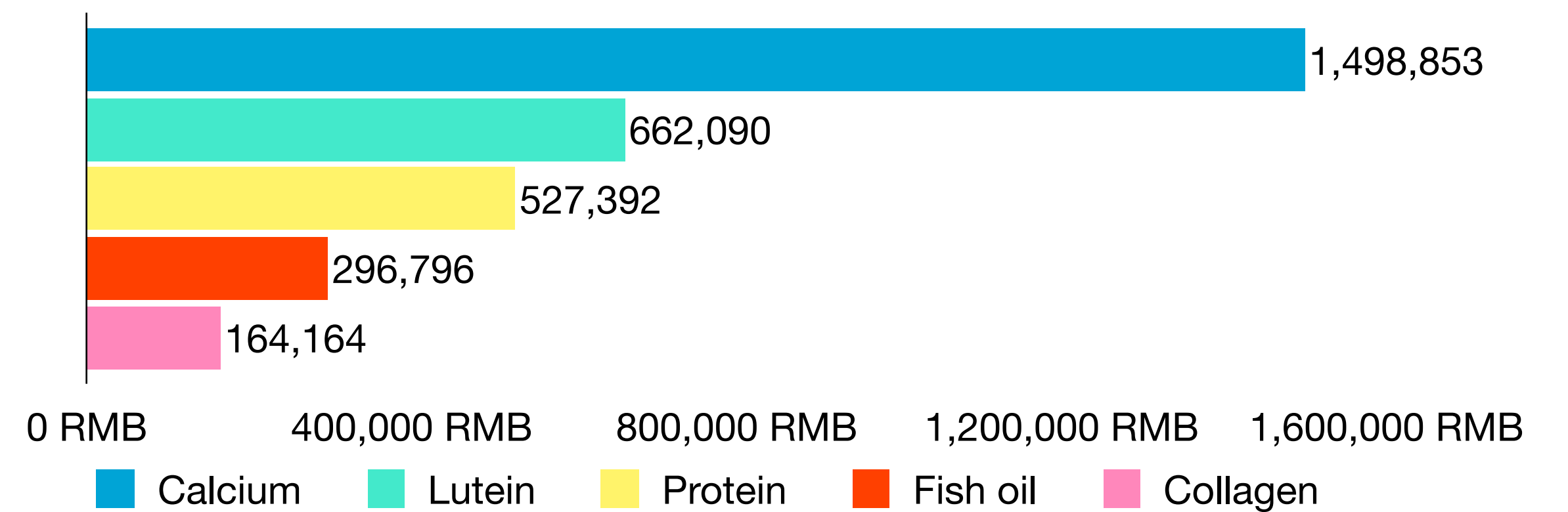
Monthly Sales Volume by Ingredient Materials



Monthly Sales Revenue (RMB) by Nutrition

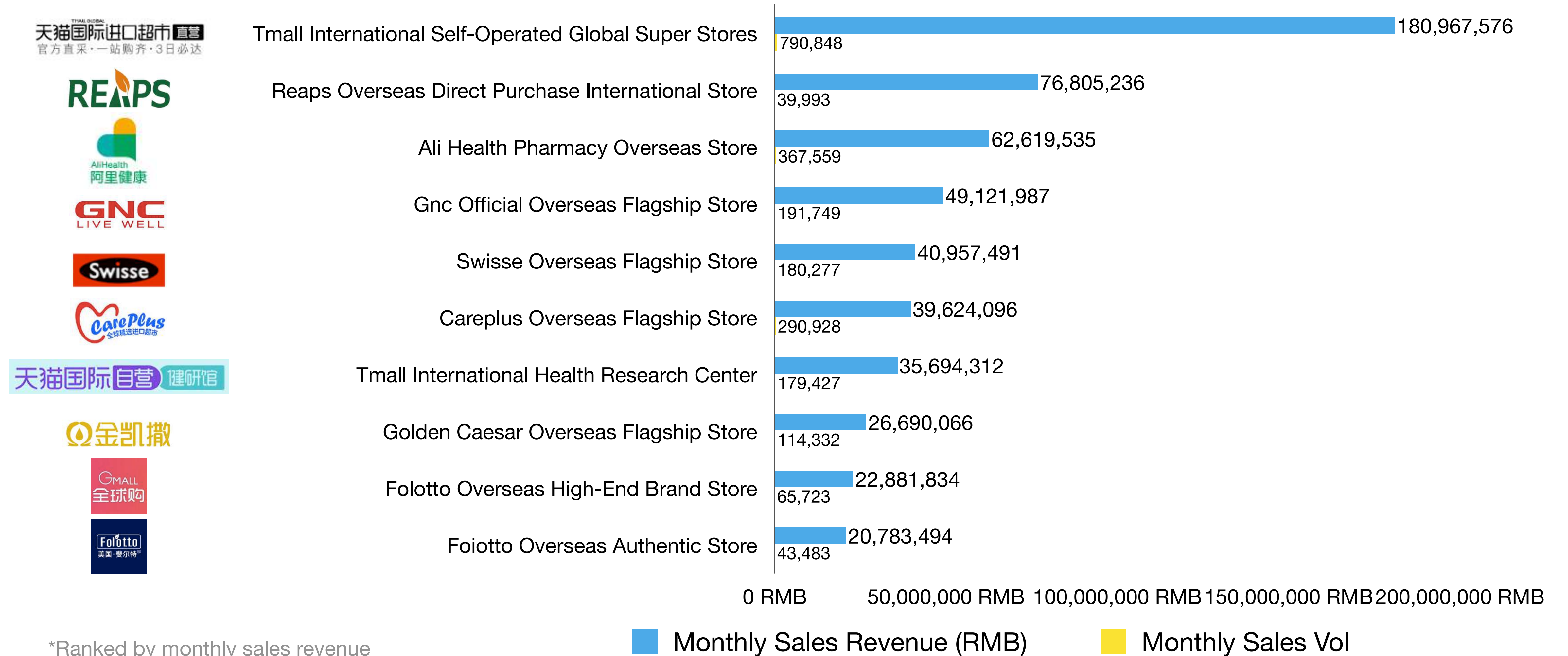


Monthly Sales Revenue (RMB) by Ingredient Materials



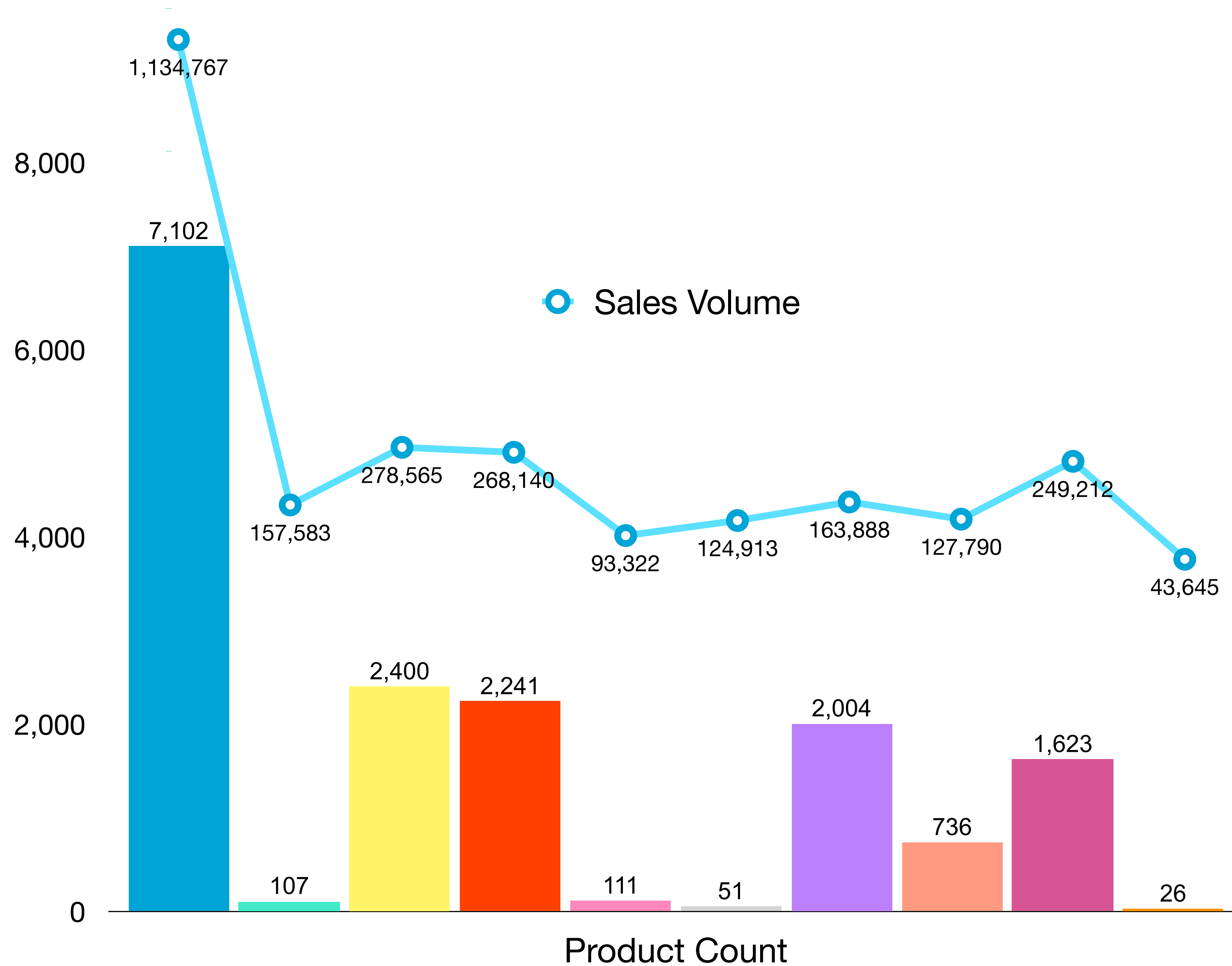
* Note: Attributes are filled by the merchants and may not fully reflect the overall market.

TOP 10 CROSS-BORDER STORES



*Ranked by monthly sales revenue

TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Swisse	199,462,332	Australia
	Reaps	129,184,818	USA
	GNC	64,496,354	USA
	Blackmores	45,336,878	Australia
	Allnature	36,682,506	USA
	Omegor	32,044,223	Australia
	Fancl	28,563,465	Japan
	Life Space	25,259,046	Australia
	Doppel Herz	24,208,716	Germany
	Folotto	20,825,014	USA

*Ranked by monthly sales revenue

TOP 10 BRANDS PRICE DISTRIBUTION

	0-150	150-300	300-500	500-700	>700
Swisse	33.84%	43.47%	12.25%	8.22%	2.22%
Reaps	7.8%	74.11%	16.1%	1.52%	0.47%
GNC	7.8%	74.11%	16.1%	1.52%	0.47%
Blackmores	40.84%	37.6%	14.57%	2.37%	4.62%
Allnature	8.8%	63.27%	16.71%	3.96%	7.27%
Omegor	0.01%	66.08%	16.46%	6.24%	11.21%
Fancl	21.83%	47.51%	22.99%	3.98%	3.68%
Life Space	17.04%	68.14%	2.84%	3.88%	8.09%
Doppel Herz	58.77%	27.5%	11.92%	1.6%	0.22%
Folotto	0%	0.19%	99.81%	0%	0%

*% 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.