

tmō group



China Cross-Border Health Supplements Data Pack



Monthly Industry Update for China Market

January 2024 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.

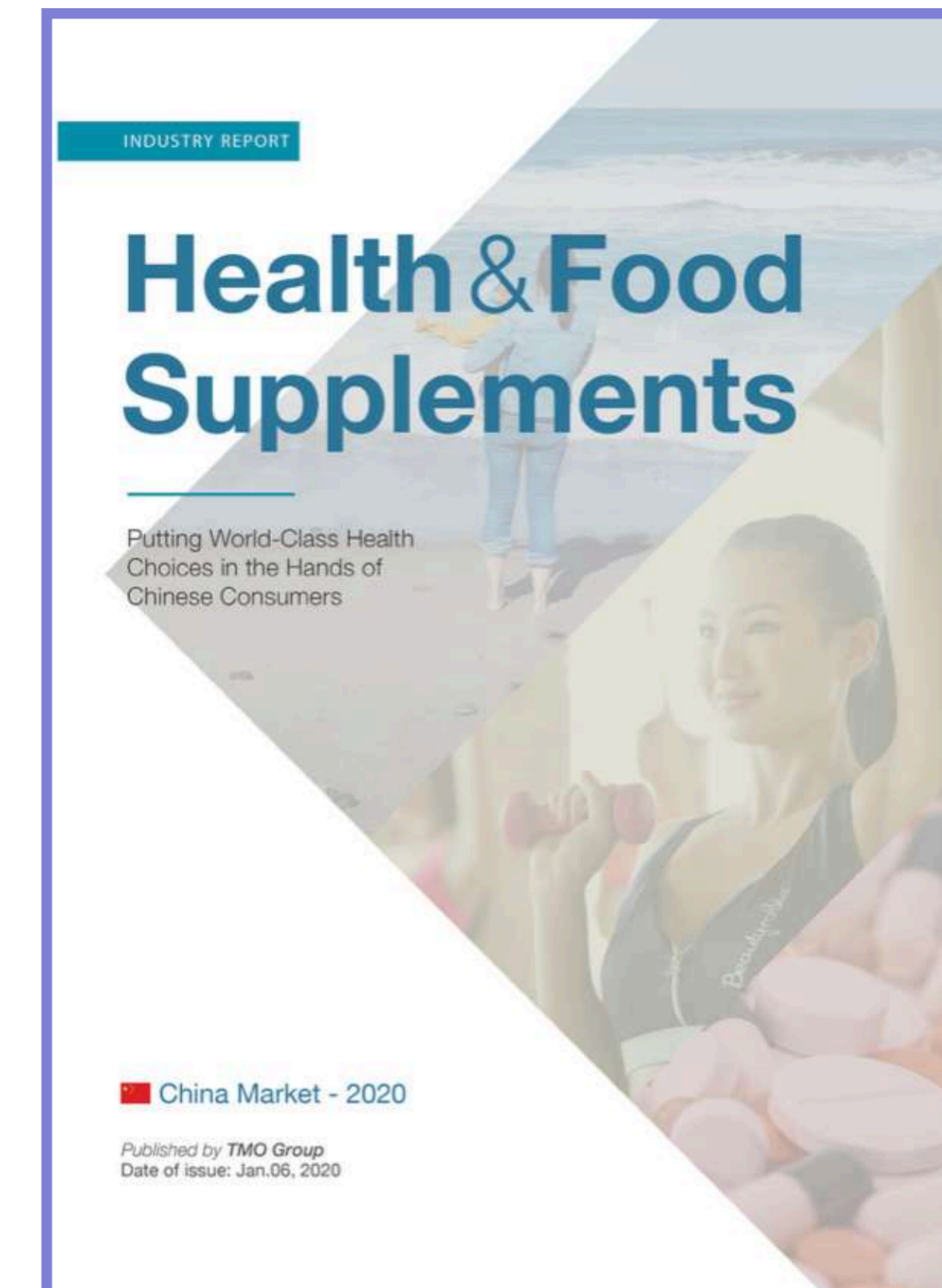
If you have more specific data research or information requirements, please reach out and [Contact Us](#).

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.

For 2023 data packs, visit our data pack download page at <https://www.tmogroup.asia/downloads/china-health-supplements-market-data-packs-2023-annual-collection/>

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

2024.01

Revenue: 1,015,166,328.54 RMB

Product Count: 107,580

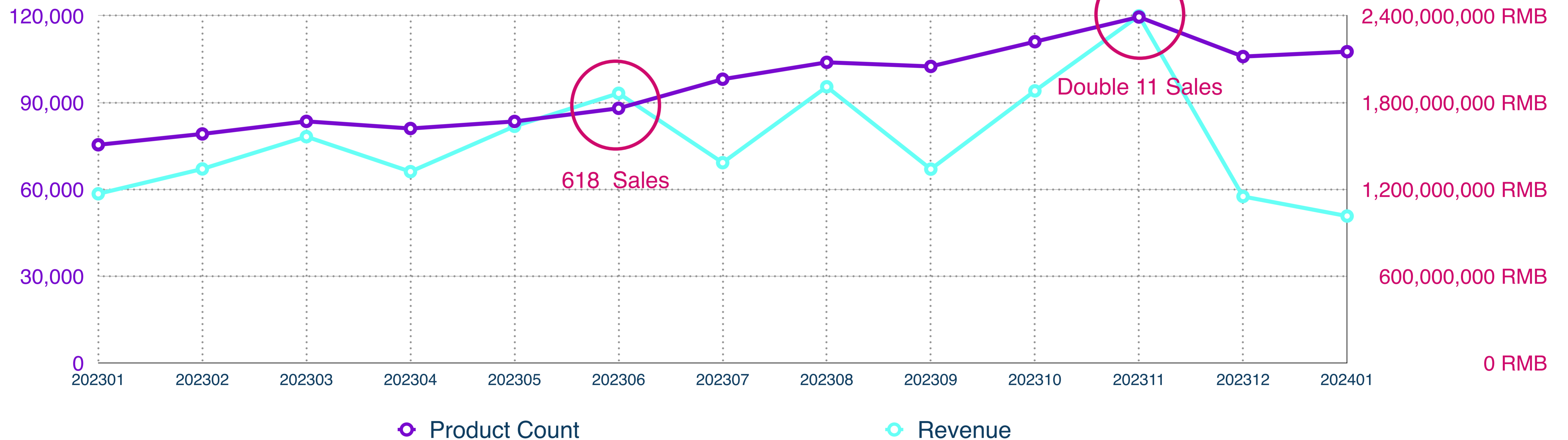
Sales Vol.: 5,050,686

Store Count: 5,435

Market share: 47.91%

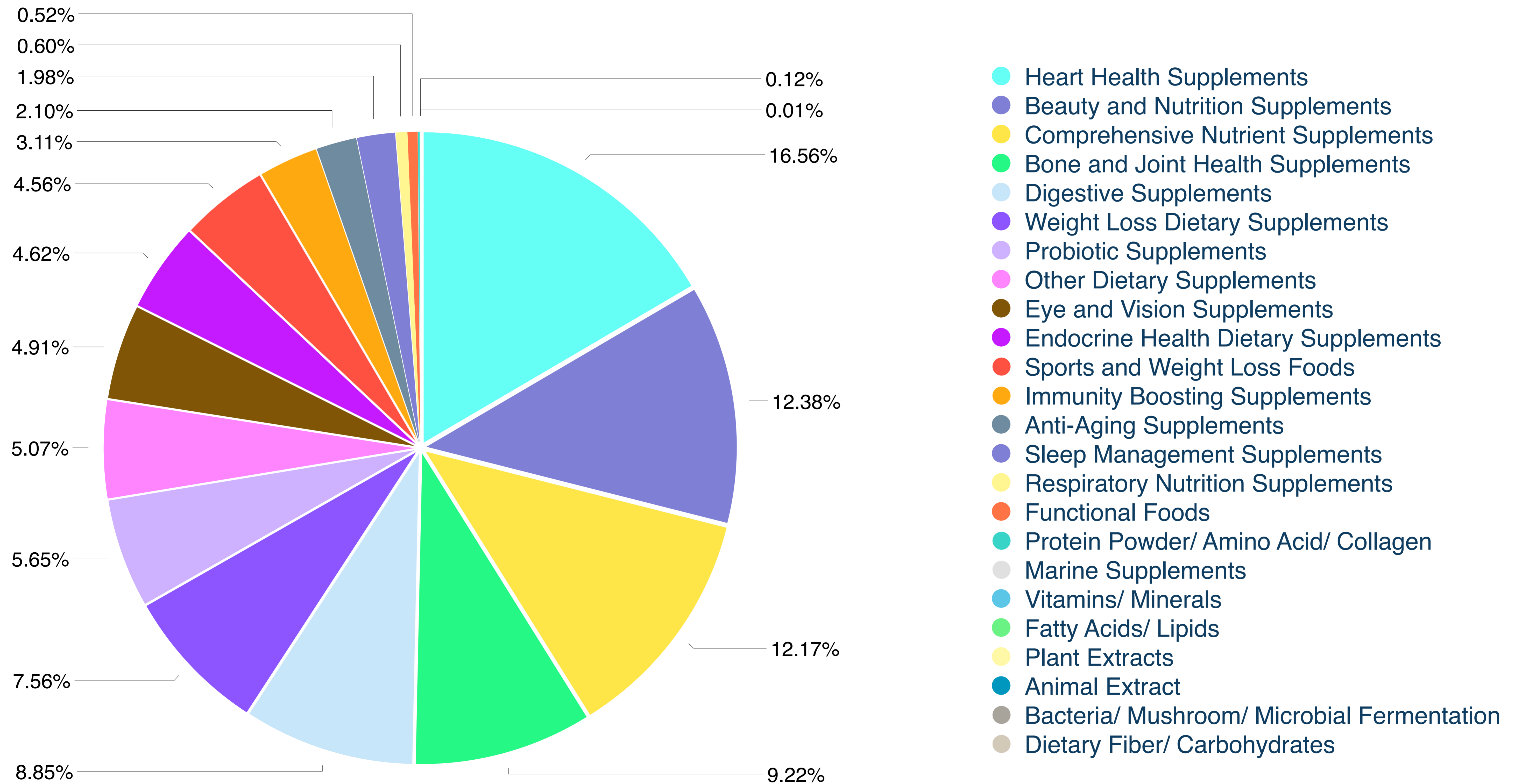
Brand Count: 3,919

Historical Data 2023.01 - 2024.01



*Data was collected at beginning of January 2024, 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 by Sales

Swisse 天猫国际 全球旗舰店 新春狂欢购
活动时间: 2月1日20:00-2月16日23:59

全家齐补钙 助力好骨骼
成人添骨劲 萌宝长高快

Swisse 维生素D迷你钙300粒/儿童k2柠檬酸钙60粒

拍2低至 **¥119**起/瓶 拍2立减48元

健康添骨劲 团聚送佳礼
下拉至详情页 立即抢购

GNC WOMEN'S Vitapak® Program
30+

Swisse 天猫国际 全球旗舰店 新春狂欢购
活动时间: 2月1日20:00-2月16日23:59

关爱心眼脑 状态更给力

日常养护 进阶养护
DHA120mg+EPA180mg DHA180mg+EPA270mg

• DHA+EPA同补
• 无腥好入口

拍2低至 **¥149**起/瓶 拍2立减388元

Swisse斯维诗心脑血管系列

Swisse 天猫国际 全球旗舰店 新春狂欢购
活动时间: 2月1日20:00-2月16日23:59

三重草本精华 呵护熬夜小心肝

熬夜日常养护 进阶肝脏续航

• 聚会轰趴
• 熬夜开黑

拍2低至 **¥139**起/瓶 拍2立减338元

Swisse斯维诗奶蓟草片120片

高频应酬进阶养护

70倍浓缩奶蓟草 深度净化去油降脂

官方自营 春节不打烊 阿里健康大药房 海外店
活动时间: 2月1日 20:00:00 - 2月16日 23:59:59

70倍浓缩奶蓟草 净化去油
Swisse奶蓟草净化片 120片

净化去油
滋养肠胃
排解油腻

正品实惠 专业放心

店铺满减 每满200减20 买2到手低至 **¥366**/件

NO. 1

NO. 2

NO. 3

NO. 4

NO. 5

[Self-Operated] Swisse Lady Calcium + Vitamin D Calcium Supplement Pregnant Women Middle-Aged and Elderly Lemon Calcium Citrate Tablets

Sub-Category: Calcium Magnesium Zinc
Brand: Swisse
Average Deal Price: 105 RMB
Revenue: 2,959,110 RMB
Sales Volume: 28,182

Healthy Care GNC Time Pack Daily Nutritional Pack for Women and Men Complex Vitamins Minerals B Group 30 Health Products

Sub-Category: Multivitamins/Minerals
Brand: GNC
Average Deal Price: 217 RMB
Revenue: 5,566,859 RMB
Sales Volume: 25,649

[Self-Operated] Swisse High Concentration Deep Sea Fish Oil Omega-3 Soft Capsules DHA/EPA 400 Capsules

Sub-Category: Fish Oil/Deep Sea Fish Oil
Brand: Swisse
Average Deal Price: 159 RMB
Revenue: 3,723,780 RMB
Sales Volume: 23,420

[Self-Operated] Swisse Milk Thistle Liver Protection Tablets 120 Tablets Milk Thistle Staying Up Late Overtime

Sub-Category: Thistle
Brand: Swisse
Average Deal Price: 149 RMB
Revenue: 3,167,293 RMB
Sales Volume: 21,257

SwissePlus High Concentration Milk Thistle Purification Liver Protection Tablets Milk Thistle Staying up Late Overtime Hangover Relief Intestinal Stomach

Sub-Category: Thistle
Brand: Swisse
Average Deal Price: 417 RMB
Revenue: 7,648,164 RMB
Sales Volume: 18,345

Top 5 Best-Selling Products by Revenue



NO. 1

SwissePlus High Concentration Milk Thistle Purification Liver Protection Tablets Milk Thistle Staying up Late Overtime Hangover Relief Intestinal Stomach

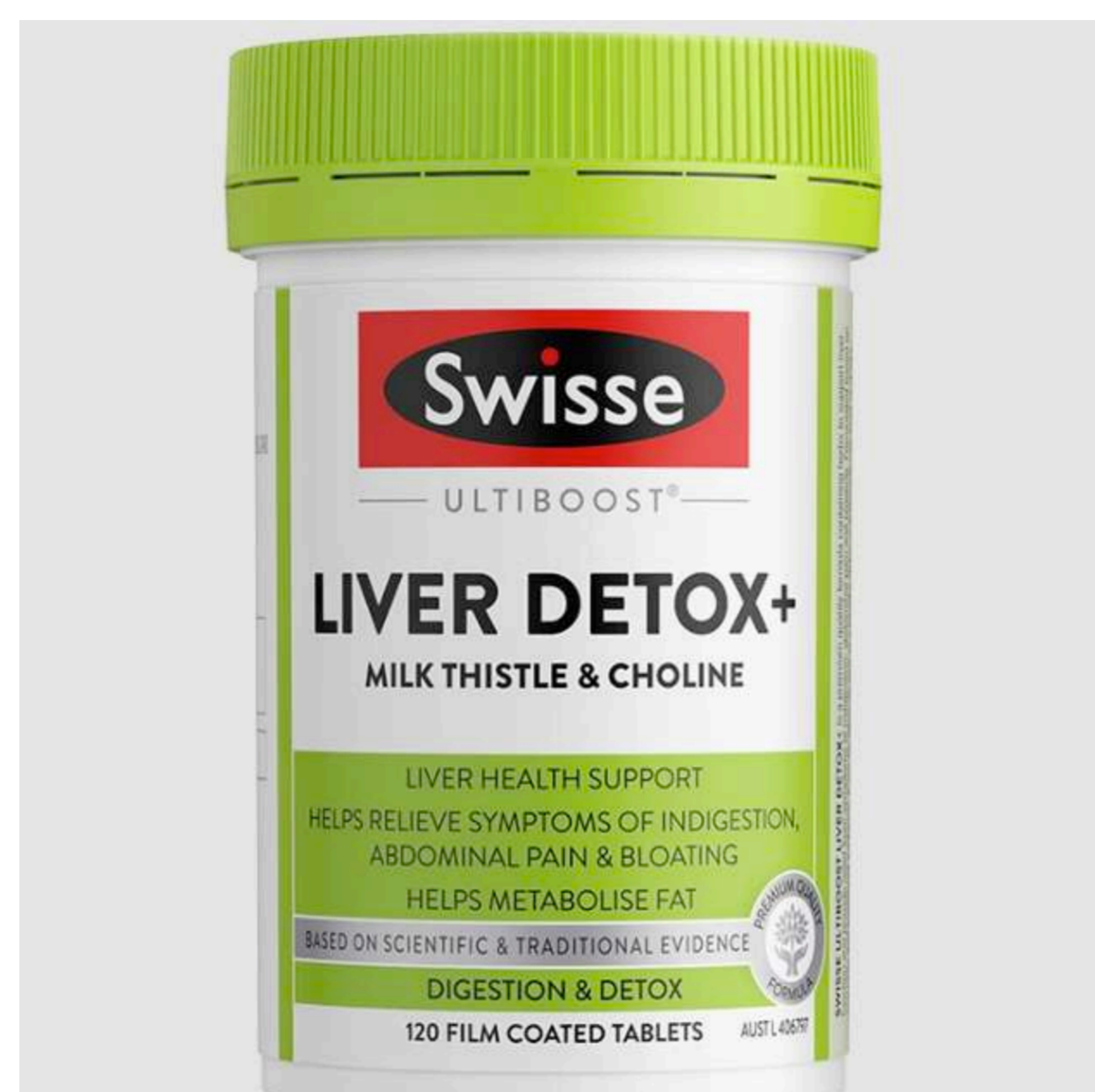
Sub-Category: Thistle
Brand: Swisse
Average Deal Price: 417 RMB
Revenue: 7,648,164 RMB
Sales Volume: 18,345



NO. 2

Healthy Care GNC Time Pack Daily Nutritional Pack for Women and Men Complex Vitamins Minerals B Group 30 Health Products

Sub-Category: Multivitamins/Minerals
Brand: GNC
Average Deal Price: 217 RMB
Revenue: 5,566,859 RMB
Sales Volume: 25,649



NO. 3

Swisse Liver Protection Tablets, Choline for Women and Men, Milk Thistle, a Genuine Product for Staying Up Late and Liver Protection

Sub-Category: Thistle
Brand: Swisse
Average Deal Price: 232 RMB
Revenue: 4,233,138 RMB
Sales Volume: 18,229



NO. 4

Nestlé Recovery Accelerator, a Hong Kong Version, Postoperative Recovery and Chemotherapy, Boosting White Blood Cells, Omega-3 Nucleotides, 3 Boxes

Sub-Category: Medical Formula Nutritional Supplements
Brand: Nestle Health Science
Average Deal Price: 1,103 RMB
Revenue: 4,182,576 RMB
Sales Volume: 3,792



NO. 5

Ogerli Fat-Burning Tablets From the United States, Body Management, Breakthrough in Double Burn 9.0 Technology, Lightning Interruption Tablets, Scientific Body Shaping

Sub-Category: White Kidney Bean Extract/Vegetable and Fruit Dietary Fiber
Brand: Ogerli
Average Deal Price: 388 RMB
Revenue: 3,975,448 RMB
Sales Volume: 10,246

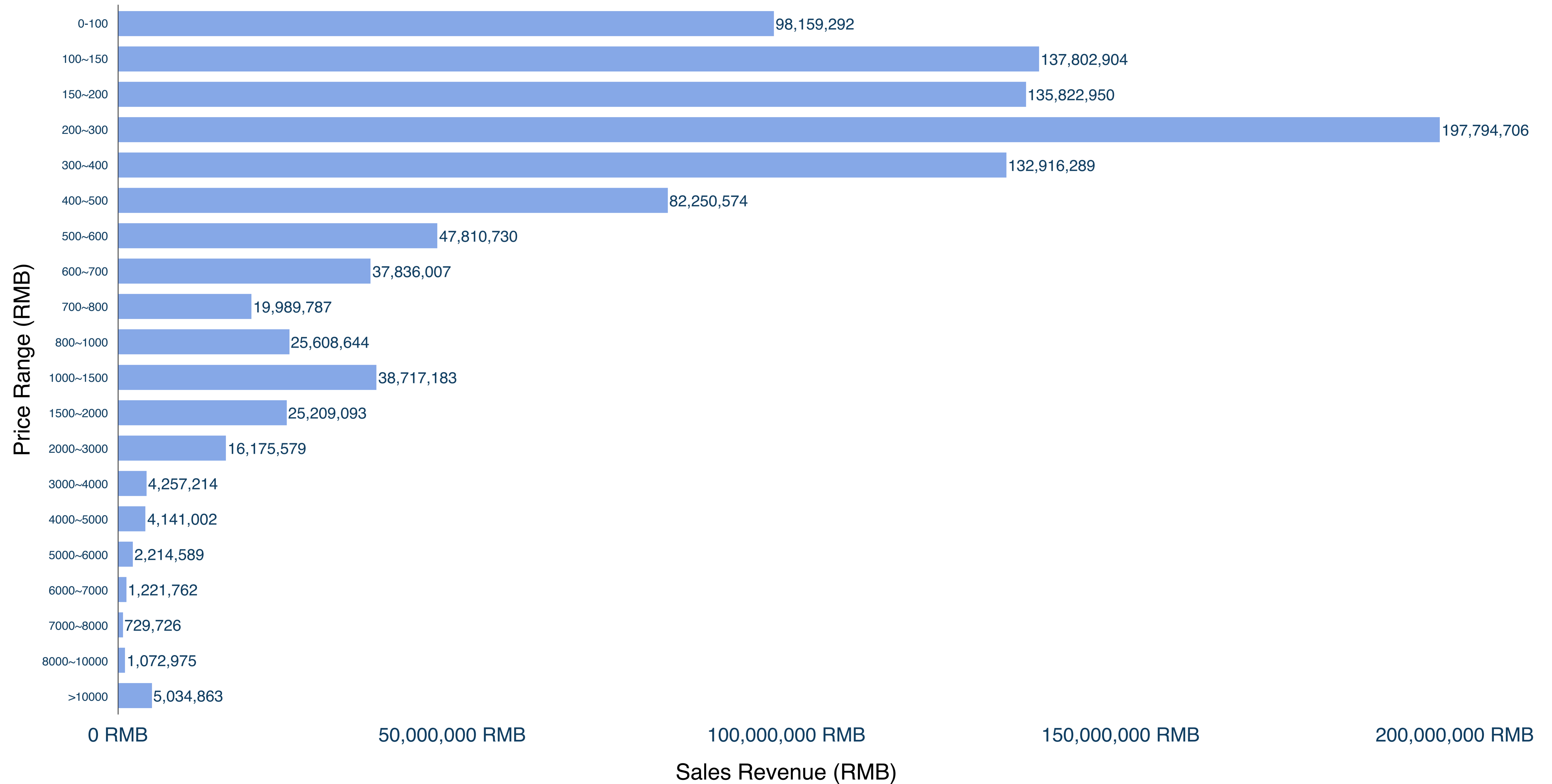
Best-Selling Products (#6-15)

NO	Product Title	Link	Brand	Average Deal Price	Sales vol	Revenue (RMB)	Sub-Category
6	Healthy Care GNC Charging Pack Daily Nutritional Pack American Men's Comprehensive Complex Vitamins Minerals Health Products	http://item.taobao.com/item.htm?id=673236642230	GNC	CN¥217	18,132	3,935,369	Multivitamins/Minerals
7	SAN ZMA Pro Zinc Magnesium Power Capsules Fitness Recovery Promotes Testosterone Increases Muscle Mass Improves Sleep Quality Men	http://item.taobao.com/item.htm?id=36800937916	SAN	CN¥750,000	5	3,750,000	Whey Protein
8	[Self-operated] Swisse High Concentration Deep Sea Fish Oil Omega-3 Soft Capsules DHA/EPA 400 Capsules	http://item.taobao.com/item.htm?id=551700864501	Swisse	CN¥159	23,420	3,723,780	Fish Oil/Deep Sea Fish Oil
9	Centrum Advanced Nutrition Pack for Women's Complex Vitamins 30/40 Years Old Health Official Flagship Store	http://item.taobao.com/item.htm?id=750071913371	Centrum	CN¥488	7,432	3,626,816	Multivitamins/Minerals
10	2.2 Pounds Whey Myprotein Panda Protein Powder Muscle Building Protein Powder Nutrition Powder Fitness	http://item.taobao.com/item.htm?id=542817104473	Myprotein	CN¥240	15,066	3,615,840	Whey Protein
11	[Self-operated] Original German Imported Elderly Blueberry Lutein Esters Patent Adult Eye Health Supplement	http://item.taobao.com/item.htm?id=738169280932	Herliyconway	CN¥428	8,213	3,515,164	Lutein
12	[Enhanced Upgrade Version] American Imported Body Shape Drink! Body Management Breakthrough! Fearless Physique!	http://item.taobao.com/item.htm?id=755197934034	Biuspil	CN¥1,949	1,650	3,215,133	White Kidney Bean Extract/Vegetable and Fruit Dietary Fiber
13	[Self-operated] Swisse Milk Thistle Liver Protection Tablets 120 Tablets Milk Thistle Staying Up Late Overtime	http://item.taobao.com/item.htm?id=550977769778	Swisse	CN¥149	21,257	3,167,293	Thistle
14	Serelys Kegel Capsules Pelvic Floor Muscle Repair Pelvic Floor Treasure Pelvic Floor Element Postpartum Recovery Imported	http://item.taobao.com/item.htm?id=720704827873	Serelys	CN¥518	5,948	3,081,183	Beauty and Nutrition Supplements
15	Australian Imported Youthit 6-in-1 Blueberry Lutein Eye Care Capsules Eye Care Pills Health Products 2 Bottles	http://item.taobao.com/item.htm?id=602542712708	Youthit	CN¥300	10,206	3,057,323	Lutein

High-Potential Products (#1-10)

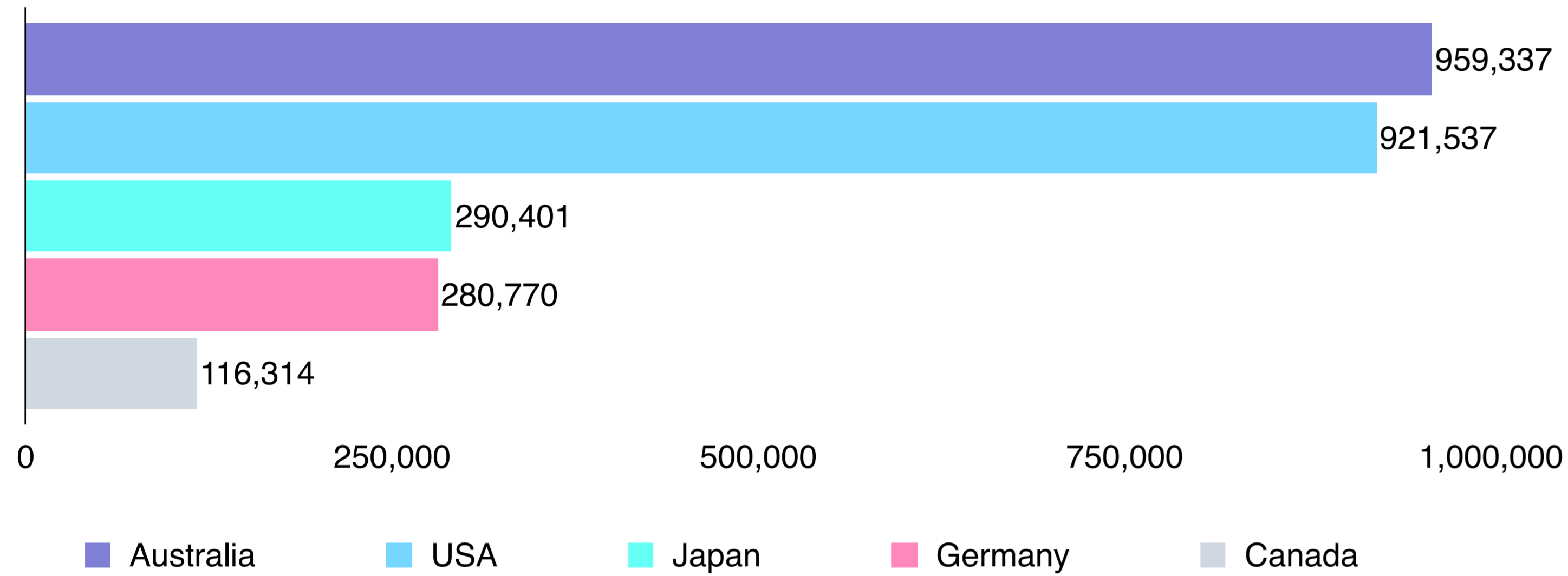
NO	Product Title	Link	Brand	Month Growth	Average Deal Price	Sales vol	Revenue (RMB)	Sub-Category
1	Original imported cranberry soy isoflavones for women, supplementing estrogen, regulating menopausal endocrine and maintaining health	http://item.taobao.com/item.htm?id=741577566985	Healrejuve	6,858.5888	CN¥368	7,978	2,935,904	Soy Isoflavones
2	SAN ZMA Pro Zinc Magnesium Power Capsules Fitness Recovery Promotes Testosterone Increases Muscle Mass Improves Sleep Quality Men	http://item.taobao.com/item.htm?id=36800937916	SAN	4,165.6667	CN¥750,000	5	3,750,000	Whey Protein
3	BYHEALTH Thompson's Benjian Overseas Edition Melatonin Flash Release Tablets British Gamma Aminobutyric Acid	http://item.taobao.com/item.htm?id=645020958383	Byhealth	1,688.0433	CN¥239	3,373	806,417	Melatonin/γ-Aminobutyric Acid
4	[Points Redemption] Thompsons Natural Liquid Calcium 60 Capsules	http://item.taobao.com/item.htm?id=538460913765	Thompson's	809.5	CN¥198	3,242	641,916	Calcium Magnesium Zinc
5	Swisse Calcium with Vitamin D Tablets 150 Tablets	http://item.taobao.com/item.htm?id=754271601554	Swisse	755.301	CN¥105	3,792	397,058	Calcium Magnesium Zinc
6	Swisse Men's Complex Vitamins 120 Tablets	http://item.taobao.com/item.htm?id=754139224620	Swisse	414.0693	CN¥179	2,306	412,994	Multivitamins/Minerals
7	Nestle Rapid Recovery Hong Kong Version Postoperative Recovery Chemotherapy White Blood Cell Booster Omega-3 Nucleotides 3 Boxes	http://item.taobao.com/item.htm?id=577278710297	Nestle health science	361.9763	CN¥1,103	3,792	4,182,576	Medical Formula Nutritional Supplements
8	[Ultimate Level] German Imported NADH+Collagen Peptide Mitochondrial Cell Youthful Drink Official Flagship Store	http://item.taobao.com/item.htm?id=742548937725	Biomenta	312.5258	CN¥1,114	422	470,188	Oral Beauty Nutritional Supplements
9	BYHEALTH Thompson's Benjian Overseas Edition Collagen Cherry Blossom Oral Liquid	http://item.taobao.com/item.htm?id=659897446809	Byhealth	278.9331	CN¥270	4,340	1,171,800	Collagen
10	[Self-operated] Original German Imported Elderly Blueberry Lutein Esters Patent Adult Eye Health Supplement	http://item.taobao.com/item.htm?id=738169280932	Herliyconway	273.5364	CN¥428	8,213	3,515,164	Lutein

Product Price Range

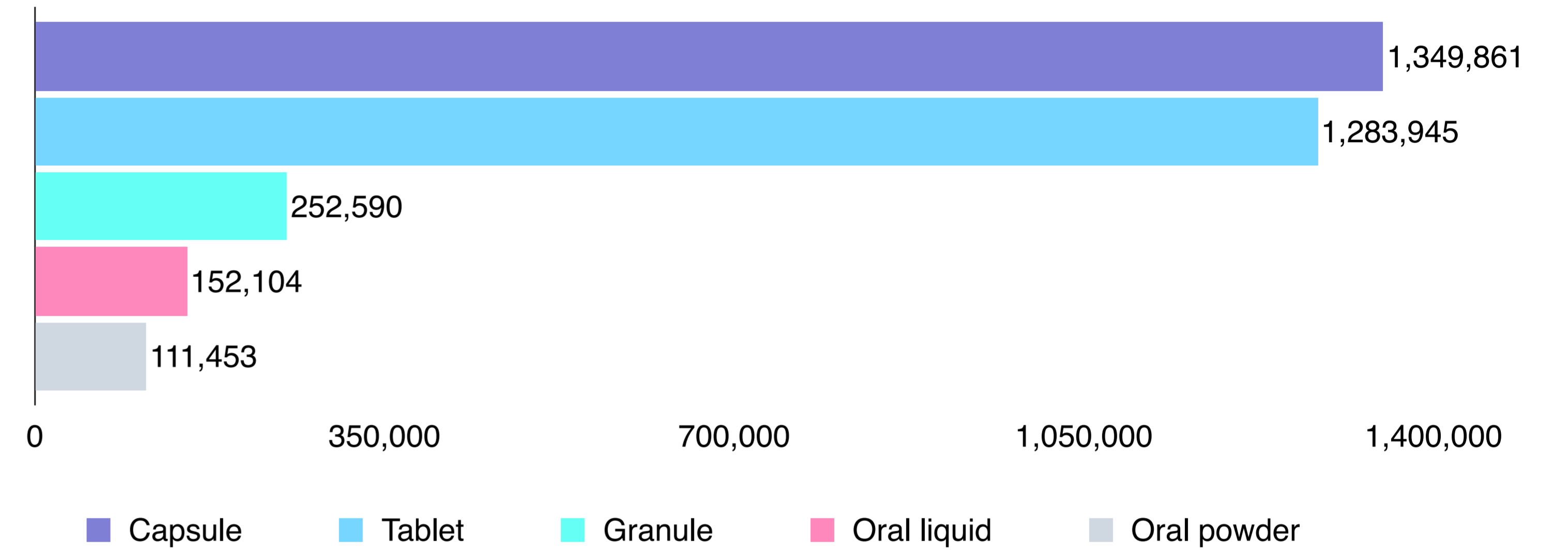


Popular Product Characteristics

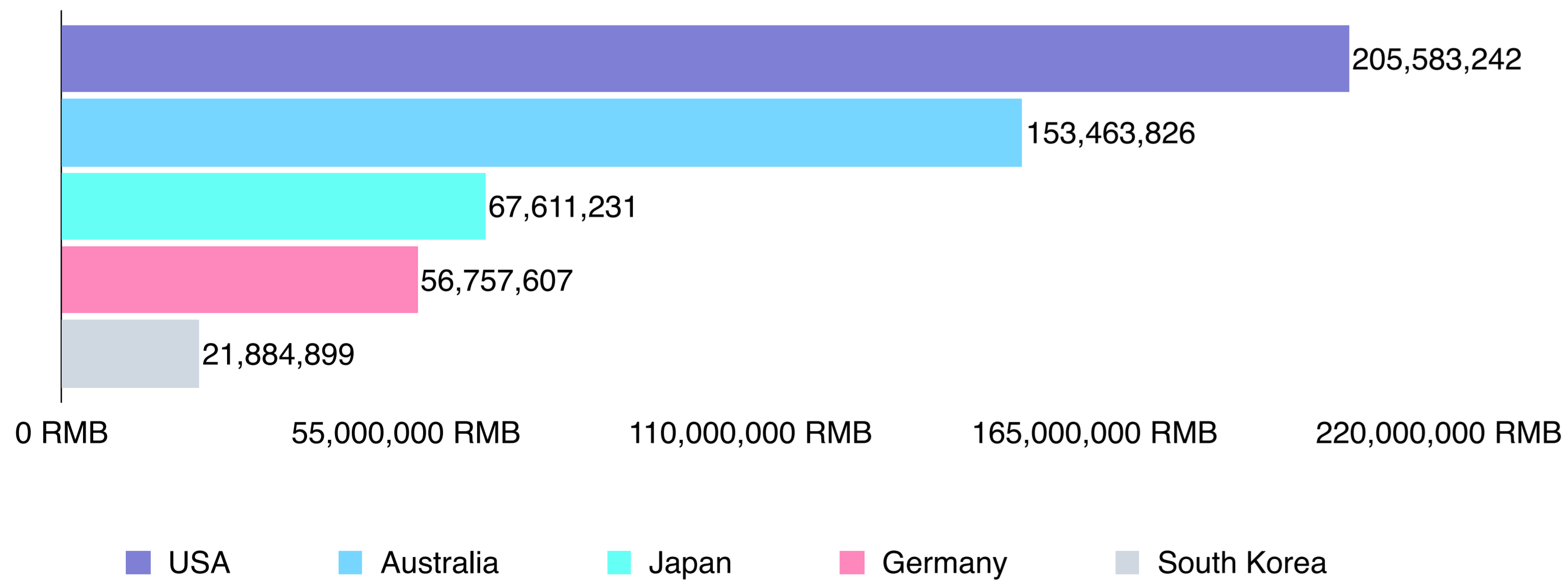
Monthly Sales Volume by Country of Origin



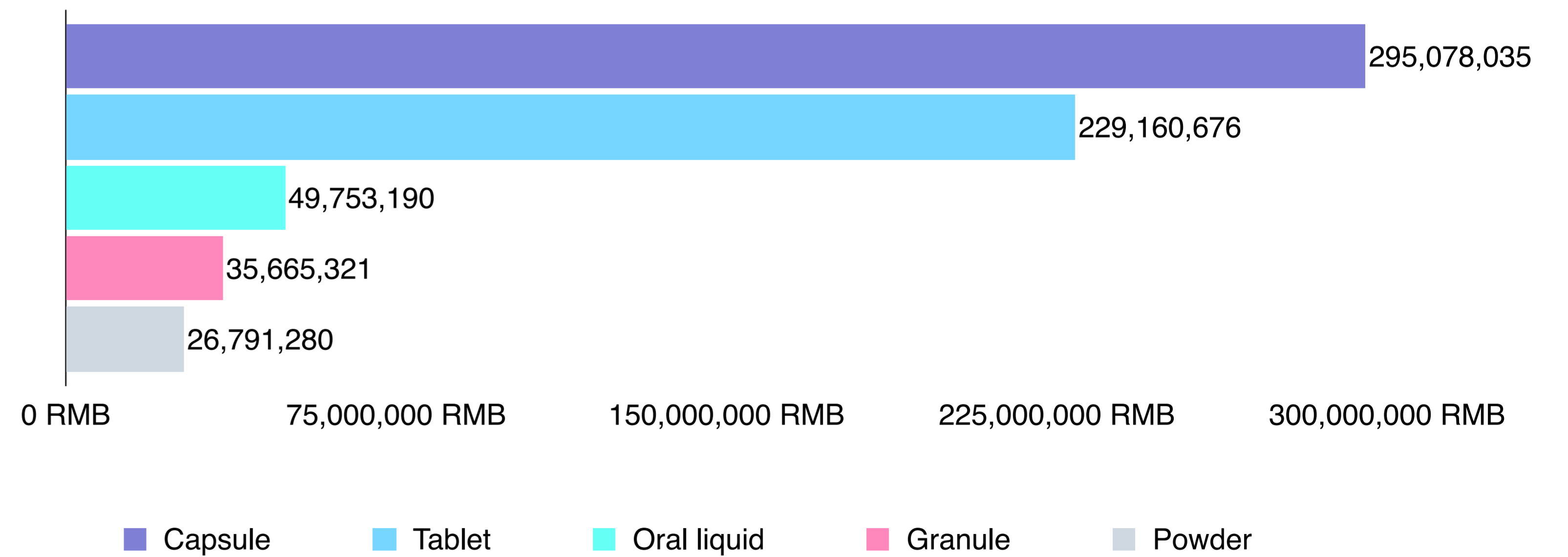
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin

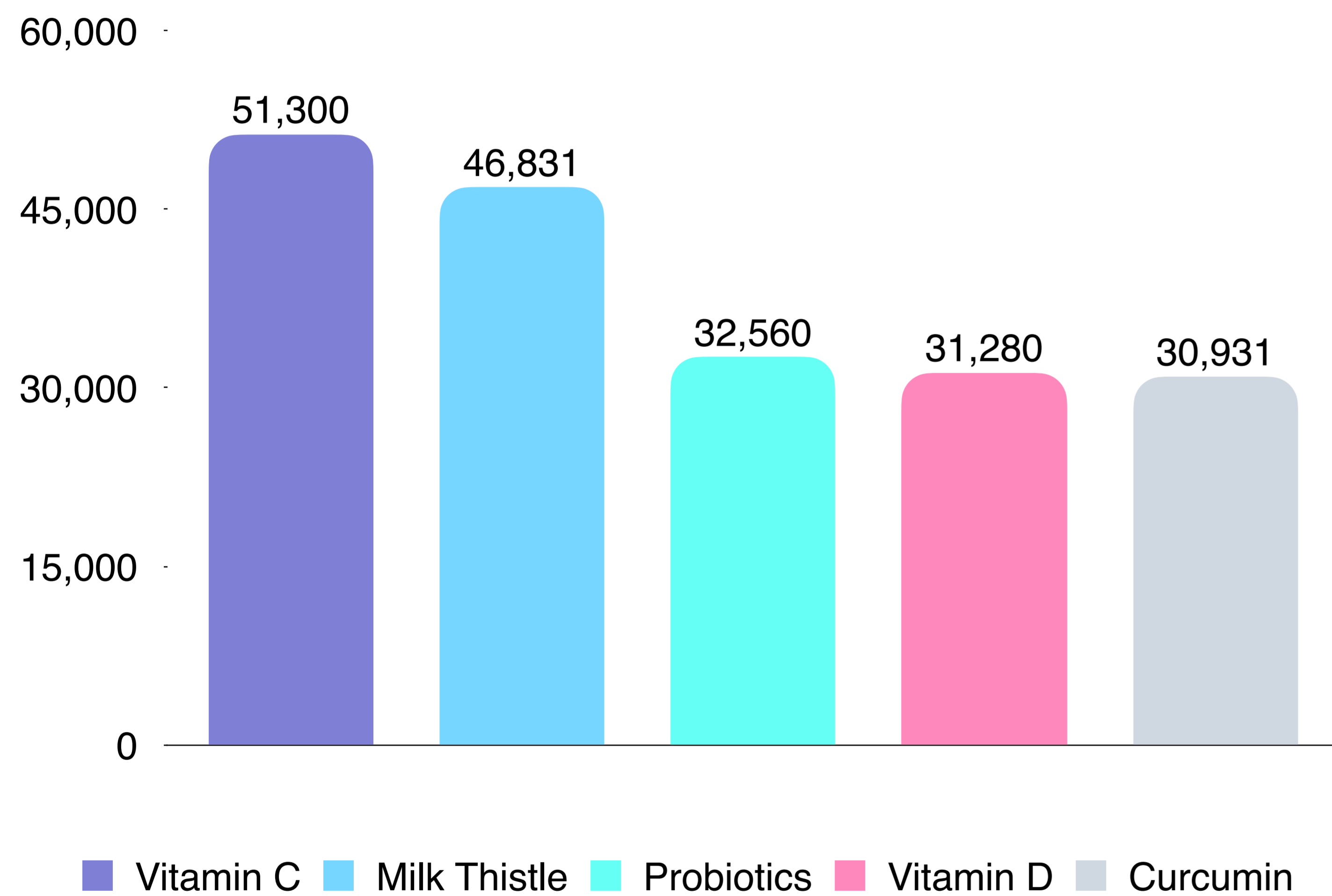


Monthly Sales Revenue (RMB) by Product Form

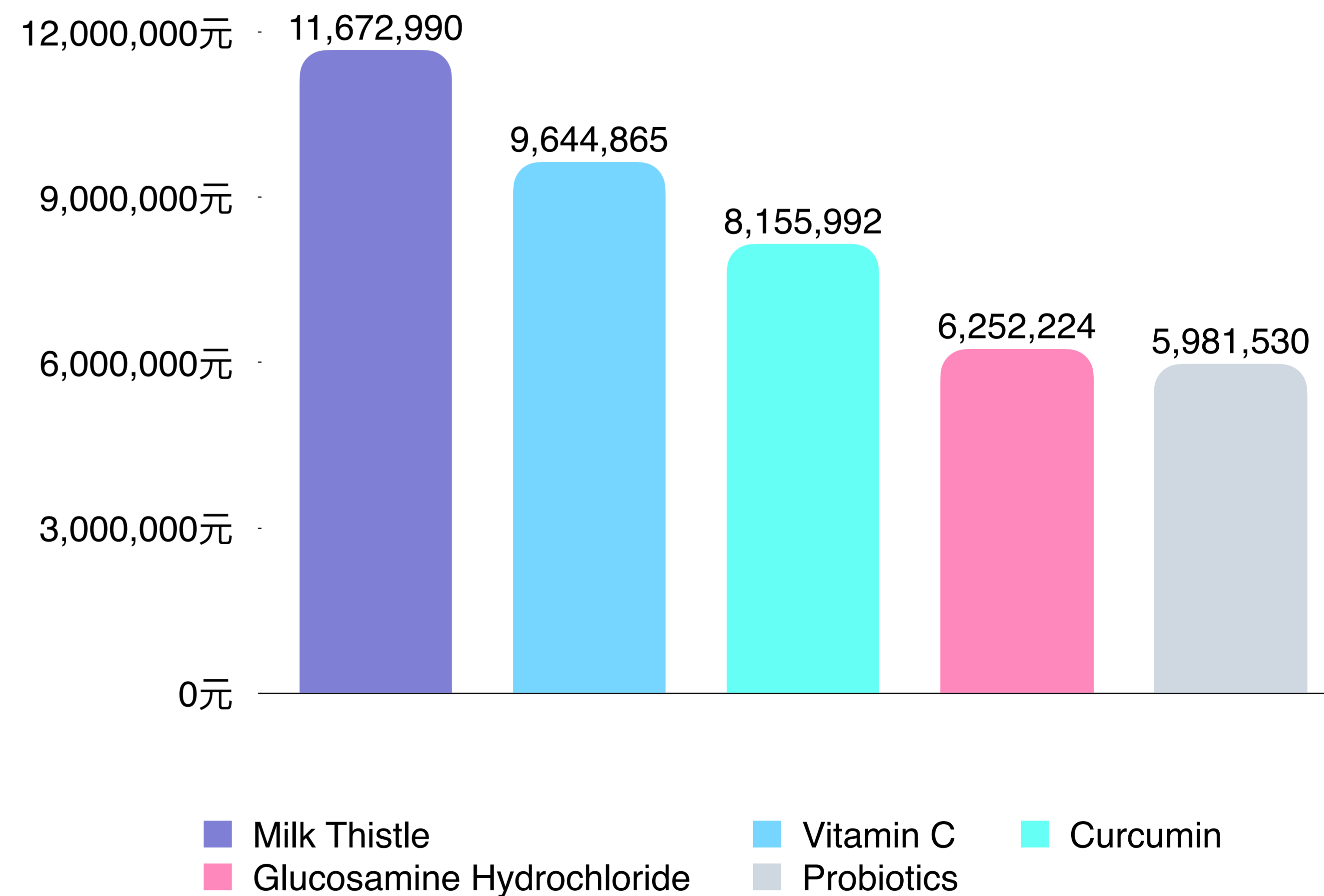


Popular Product Characteristics

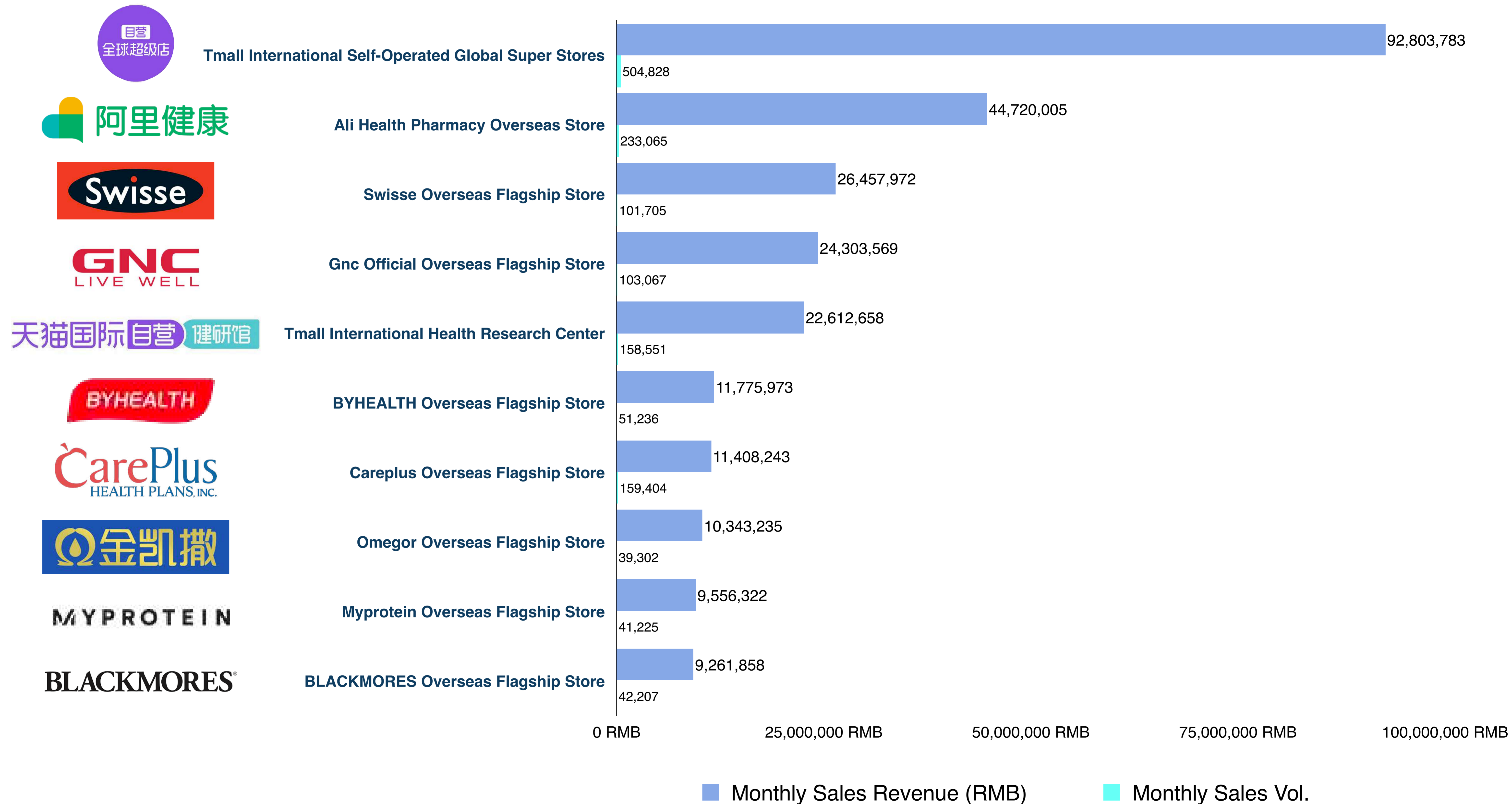
Monthly Sales Volume by Ingredient



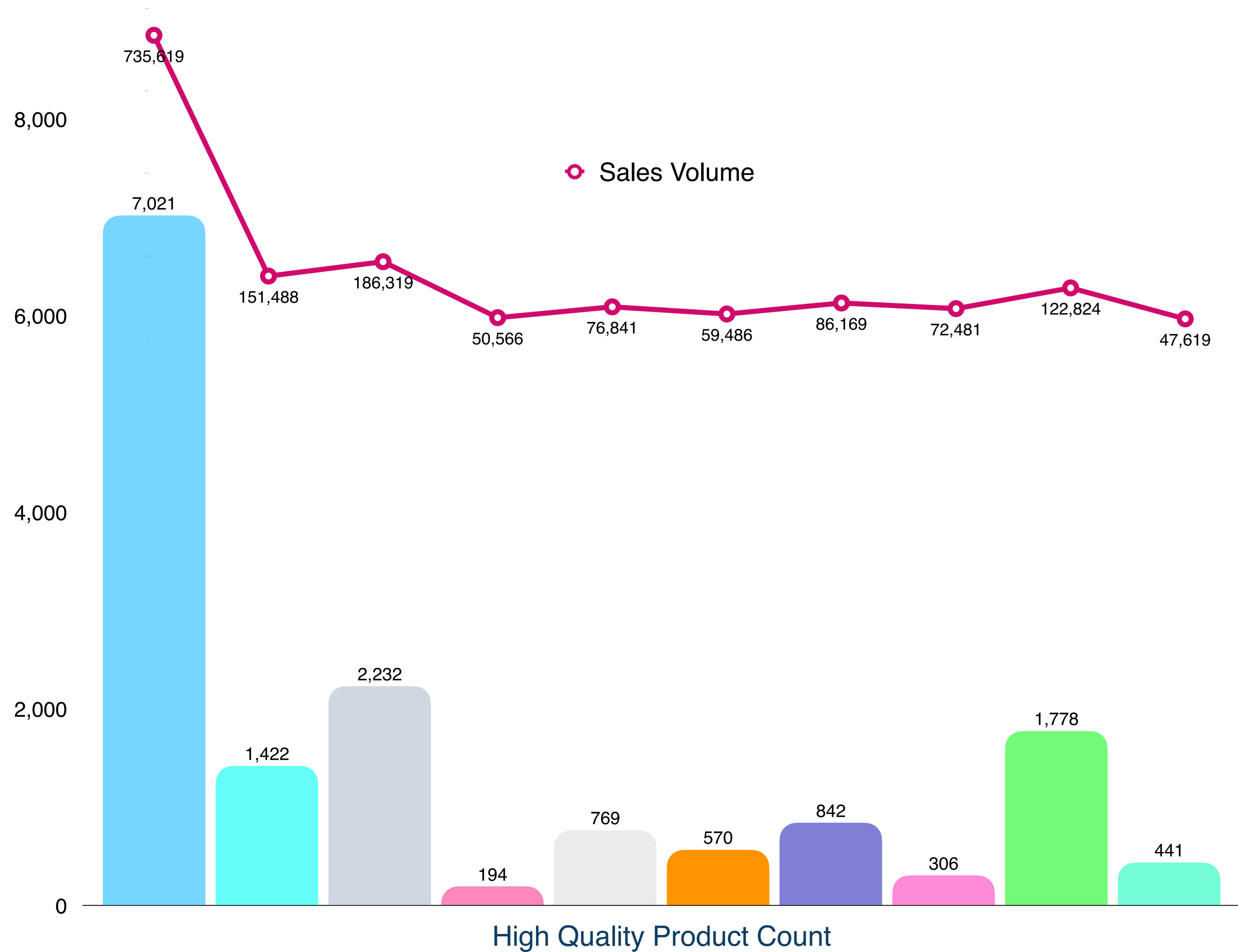
Monthly Sales Revenue (RMB) by Ingredient



Top 10 Cross-Border Stores



Top 10 Health Supplements Brands



Brand	Revenue (RMB)	Country Of Origin
Swisse	106,125,748	Australia
GNC	31,240,660	USA
Blackmores	30,996,203	Australia
Omegor	14,421,023	Italy
Life space	14,167,122	Australia
Move free	14,008,880	USA
Fancl	13,759,142	Japan
Byhealth	13,697,373	China
Doppel herz	12,392,978	Germany
Centrum	11,267,029	USA

Top 10 Brands Price Distribution

Brand	0-150	150-300	300-500	500-700	>700
Swisse	40.78%	36.6%	14.89%	5.76%	1.99%
GNC	12.57%	69.63%	10.73%	5.03%	2.05%
Blackmores	34.31%	37.14%	23.37%	4.35%	0.83%
Omegor	2.24%	56.06%	14.72%	13.11%	13.87%
Life space	24.23%	62.28%	7.94%	3.26%	2.27%
Move free	23.11%	30.26%	36.05%	9.09%	1.49%
Fancl	39.95%	26.67%	24.29%	7.73%	1.34%
Byhealth	21.52%	48.7%	17.36%	11.1%	1.3%
Doppel herz	53.07%	29.09%	12.64%	4.65%	0.56%
Centrum	15.38%	27.61%	55.05%	1.61%	0.35%

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

tmo group is a Digital Commerce Agency,
Based in Shanghai, Chengdu, Hong Kong, Singapore and Amsterdam.

We provide brands with Consultancy, Design, Development & Managed services
covering (e)Commerce - Data - AI.

TMO offers integrated solutions for the entire eCommerce value
chain with a strong focus on Health & Beauty for Business-to-
Consumer (B2C) / Direct-to-consumer (D2C) & Industry wide
focus for Business-to-Business (B2B).

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