

tmō group



China Cross-Border Health Supplements Data Pack



Monthly Industry Update for China Market

February 2024 Edition



CONTENTS

Foreword	3
Overseas Food & Supplements Market	5
Sub-category Market Share	6
Top 5 Best-selling Products	7
High-potential Products	10
Product Price Range	11
Popular Product Characteristics	12
Top 10 Cross-border Stores	14
Top 10 Health Supplements Brands	15
Top 10 Brands Price Distribution	16
About TMO	18

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, and top-ranking brands.

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

TMO's Monthly Health Supplements Data Pack Series

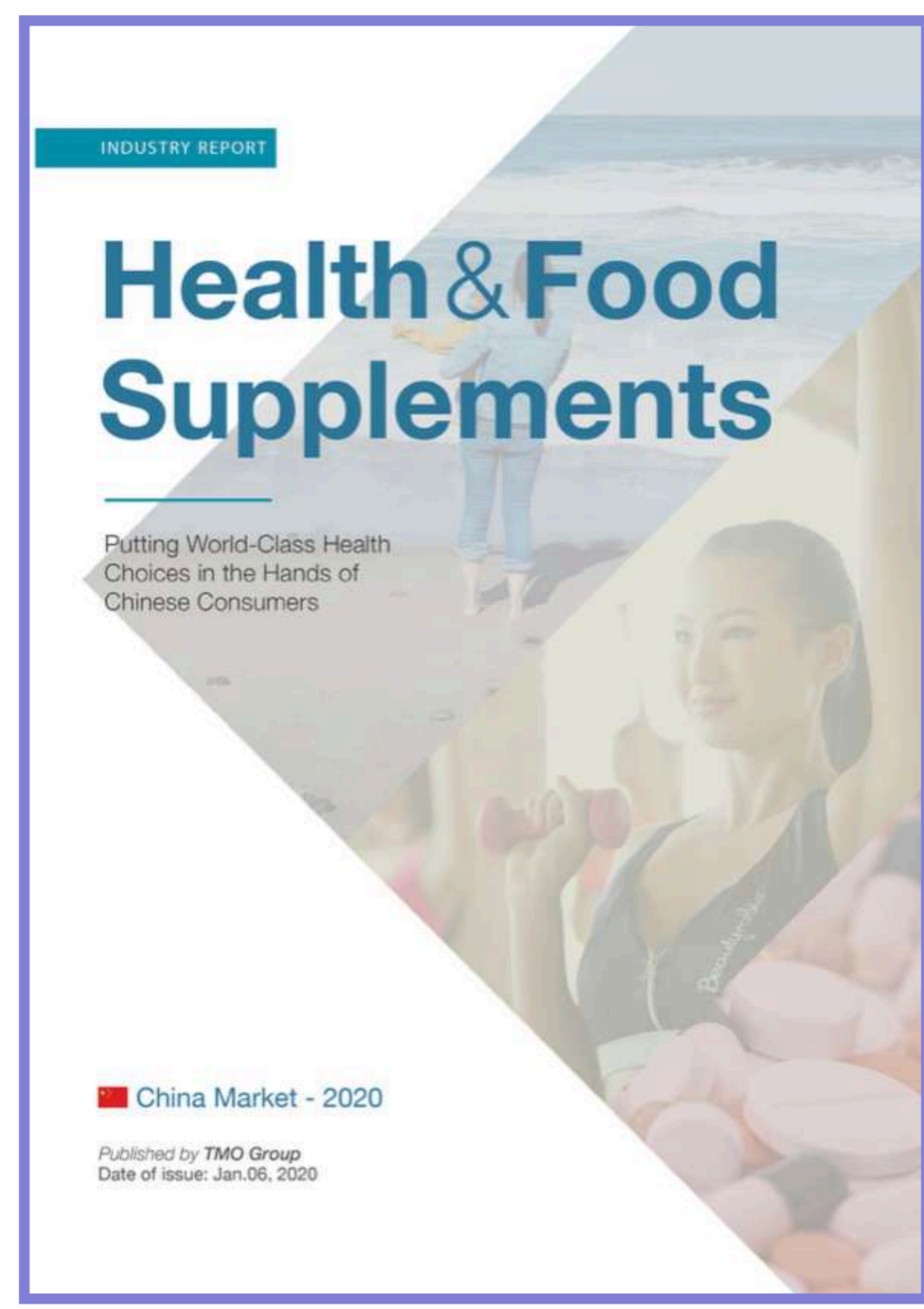
Starting in March 2020, each month TMO compiles data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Health Supplements both domestically and across borders. This data is presented in a form that's easier for English-speaking 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 2024, click on the relevant month below. 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/>

2024.01



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

2024.02

Revenue: 801,195,837.37 RMB

Sales Vol.: 3,717,677

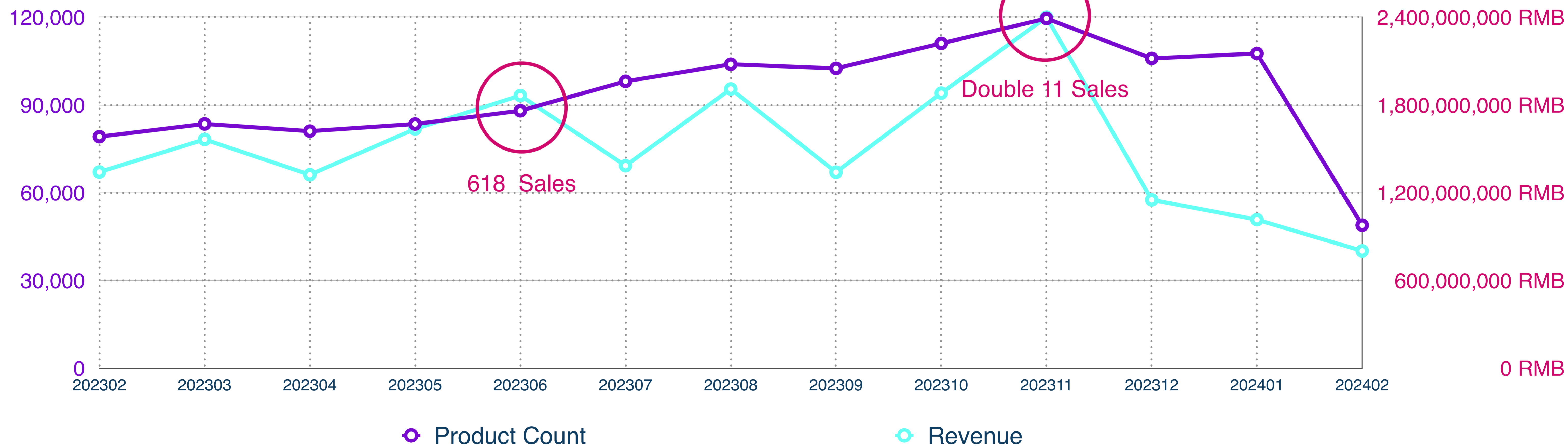
Market share: 48.88%

Product Count: 48,859

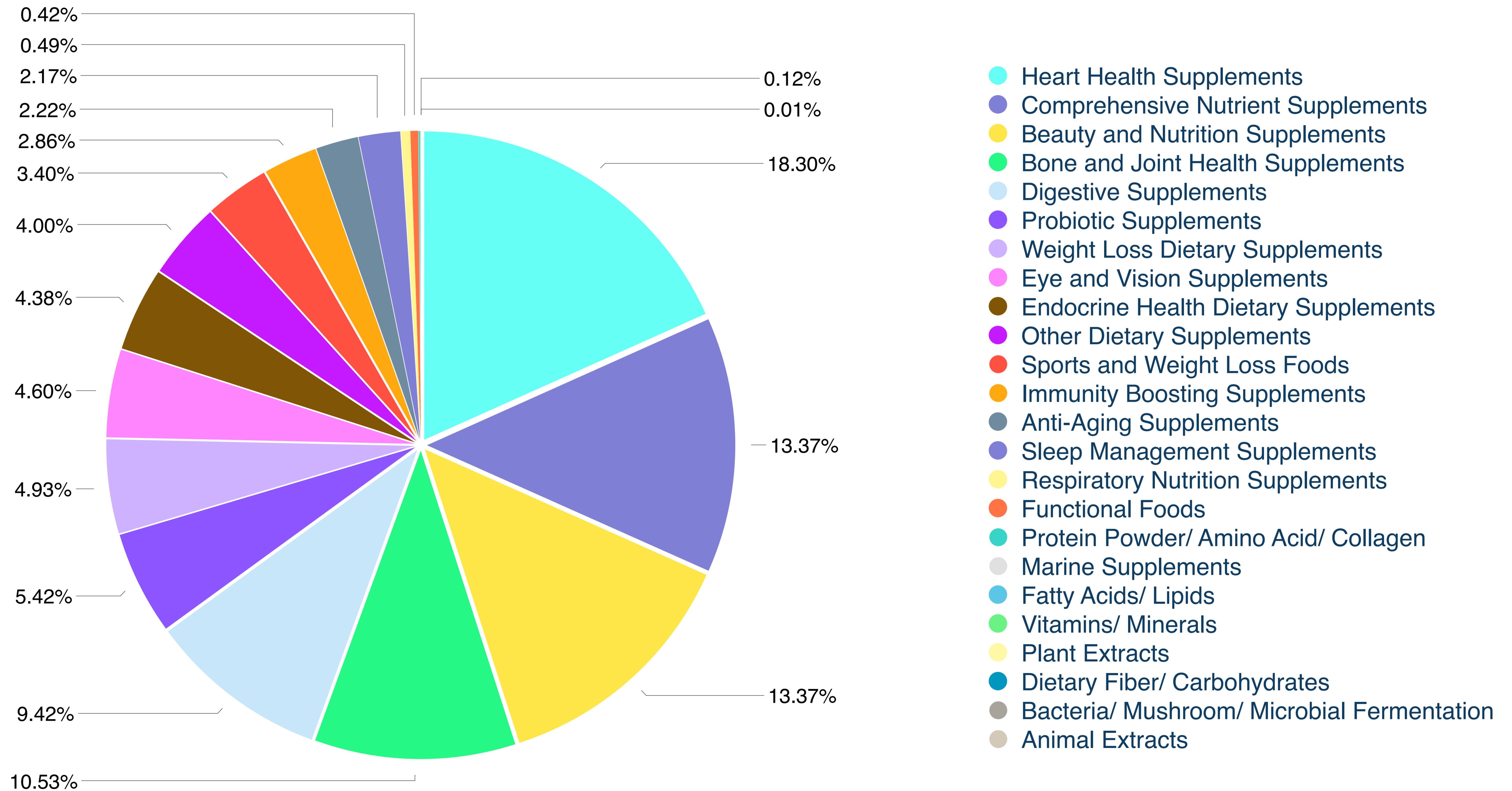
Store Count: 3,771

Brand Count: 2,526

Historical Data 2023.02 - 2024.02



Sub-Category Market Share



Top 5 Best-Selling Products by Sales



NO. 1

GNC Time Release Daily Nutrition Pack for Women and Men, Multivitamin Mineral B-Complex 30 Health Products

Sub-Category: Multivitamins/Minerals

Brand: GNC

Average Deal Price: 241 RMB

Revenue: 9,282,381 RMB

Sales Volume: 38,473



NO. 2

[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: 186 RMB

Revenue: 4,961,808 RMB

Sales Volume: 26,622



NO. 3

[Self-Operated] Swisse Vitamin D Calcium Supplement for Pregnant Women, Middle-Aged and Elderly Lemon Calcium Tablets for the Whole Family

Sub-Category: Calcium Magnesium Zinc

Brand: Swisse

Average Deal Price: 110 RMB

Revenue: 2,870,368 RMB

Sales Volume: 26,168



NO. 4

GNC Power Pack Daily Nutrition Pack for Men, Comprehensive Multivitamin Mineral Health Products From the United States

Sub-Category: Multivitamins/Minerals

Brand: GNC

Average Deal Price: 248 RMB

Revenue: 6,084,205 RMB

Sales Volume: 24,541



NO. 5

Swisse Lemon Calcium Pregnant Women Calcium Tablets Female Calcium Middle-Aged and Elderly Queen Calcium Vitamin D K2 Calcium

Sub-Category: Calcium Magnesium Zinc

Brand: Swisse

Average Deal Price: 156 RMB

Revenue: 3,229,841 RMB

Sales Volume: 20,744

Top 5 Best-Selling Products by Revenue



NO. 1

NO. 2

NO. 3

NO. 4

NO. 5

GNC Time Release Daily Nutrition Pack for Women and Men, Multivitamin Mineral B-Complex 30 Health Products

Sub-Category: Multivitamins/Minerals
Brand: GNC
Average Deal Price: 241 RMB
Revenue: 9,282,381 RMB
Sales Volume: 38,473

[Exclusive for Mushroom Sister] Mistique Brightening Drink Oral Liquid for 3 Boxes

Sub-Category: Beauty and Nutrition Supplements
Brand: Mesoestetic
Average Deal Price: 2,299 RMB
Revenue: 6,715,379 RMB
Sales Volume: 2,921

GNC Power Pack Daily Nutrition Pack for Men, Comprehensive Multivitamin Mineral Health Products From the United States

Sub-Category: Multivitamins/Minerals
Brand: GNC
Average Deal Price: 248 RMB
Revenue: 6,084,205 RMB
Sales Volume: 24,541

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

Sub-Category: Thistles
Brand: Swisse
Average Deal Price: 266 RMB
Revenue: 5,468,781 RMB
Sales Volume: 20,530

[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: 186 RMB
Revenue: 4,961,808 RMB
Sales Volume: 26,622

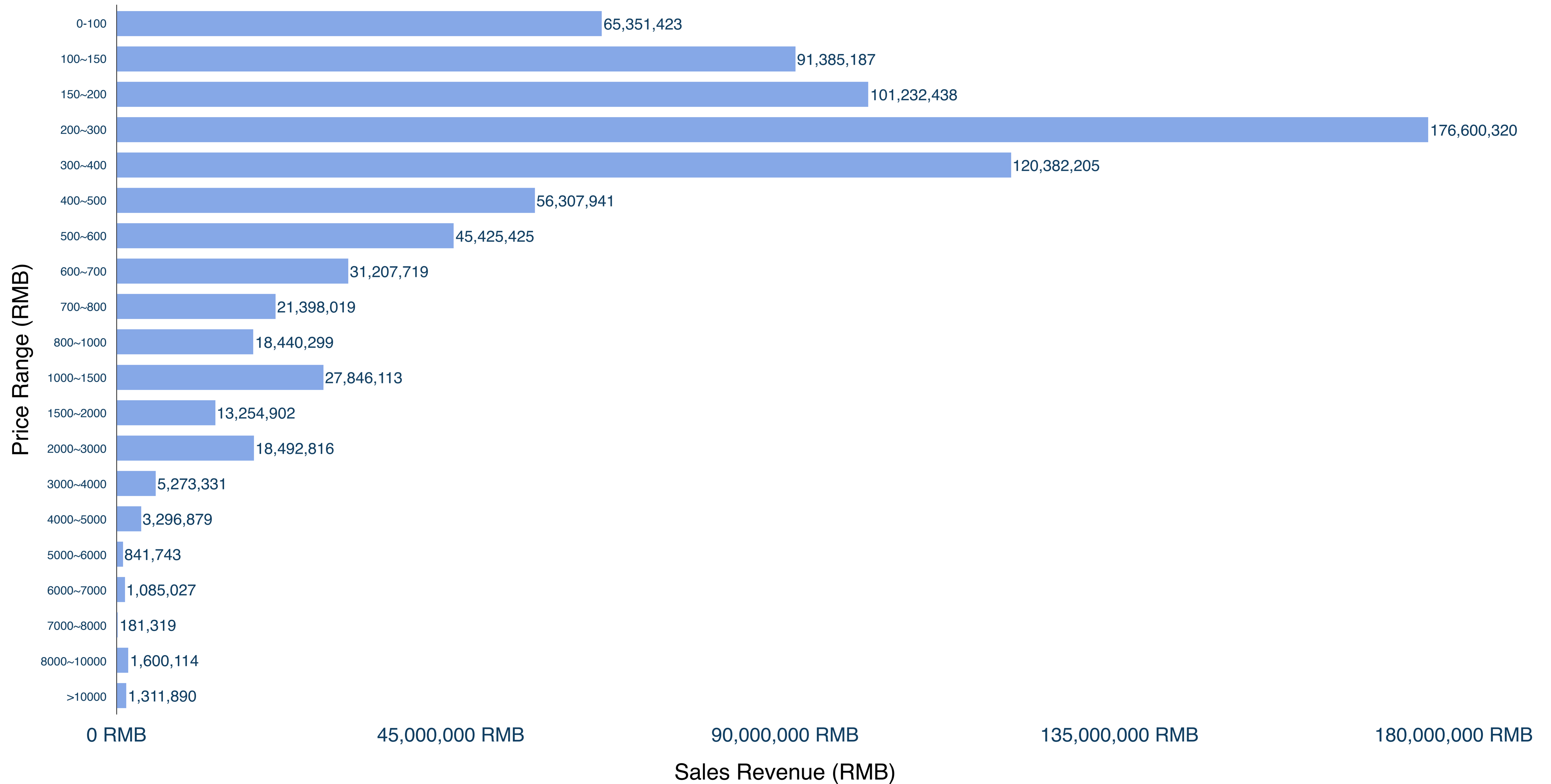
Best-Selling Products (#6-15)

NO	Product Title	Link	Brand	Average Deal Price	Sales vol	Revenue (RMB)	Sub-Category
6	American Brand Lysine Growth Hormone Children Adolescents Students High Calcium Tablets to Support Growth and Development with Calcium Iron Zinc	http://item.taobao.com/item.htm?id=740336515770	Bulevoice	CN¥379	9,252	3,506,230	Calcium Magnesium Zinc
7	German Original Imported Neuroacid Focus Middle-aged and Elderly Memory Golden Brain Nutrition Adult DHA Upgrade	http://item.taobao.com/item.htm?id=727922933870	Herliyconway	CN¥418	8,191	3,427,032	Fish Oil/Deep Sea Fish Oil
8	[Self-operated] Swisse Milk Thistle Liver Protection Tablet 120 Tablets Water Thistle Staying Up Late and Overtime	http://item.taobao.com/item.htm?id=550977769778	Swisse	CN¥194	17,607	3,419,279	Thistle
9	German Imported Soy Isoflavones Supplement Natural Estrogen Authentic Peony and Phoenix Flower Early Menopause Official Genuine	http://item.taobao.com/item.htm?id=729679880602	Herliyconway	CN¥368	9,210	3,389,280	Soy Isoflavones
10	Swisse Lemon Calcium Pregnant Women Calcium Tablets Female Calcium Middle-aged and Elderly Queen Calcium Vitamin D K2 Calcium	http://item.taobao.com/item.htm?id=527036337530	Swisse	CN¥156	20,744	3,229,841	Calcium Magnesium Zinc
11	WonderLab Milk Thistle Liver Protection Tablet Staying Up Late Water Thistle Adult Men and Women Overtime Clean Liver Capsule Authentic	http://item.taobao.com/item.htm?id=679493905052	Wonderlab	CN¥357	8,774	3,132,581	Thistle
12	2.2 Pounds of Whey Myprotein Panda Protein Powder for Muscle Building Whey Protein Powder Nutritional Powder Fitness	http://item.taobao.com/item.htm?id=542817104473	Myprotein	CN¥272	11,349	3,089,992	Whey Protein
13	HealthyCare Australian Imported Soy Lecithin Balanced for Middle-aged and Elderly 100 Capsules * 3 Bottles	http://item.taobao.com/item.htm?id=654938932530	Healthy care	CN¥595	5,085	3,027,406	Lecithin
14	[Self-operated] Swisse Vitamin D Calcium Supplement for Pregnant Women, Middle-aged and Elderly Lemon Calcium Tablets for the Whole Family	http://item.taobao.com/item.htm?id=551699740249	Swisse	CN¥110	26,168	2,870,368	Calcium Magnesium Zinc
15	BLACKMORES Australian Lutein 60 Capsules Perfect Choice for Watching Dramas and Studying Nutrition for Adolescents and Students	http://item.taobao.com/item.htm?id=644008453485	Blackmores	CN¥599	4,708	2,820,092	Lutein

High-Potential Products (#1-10)

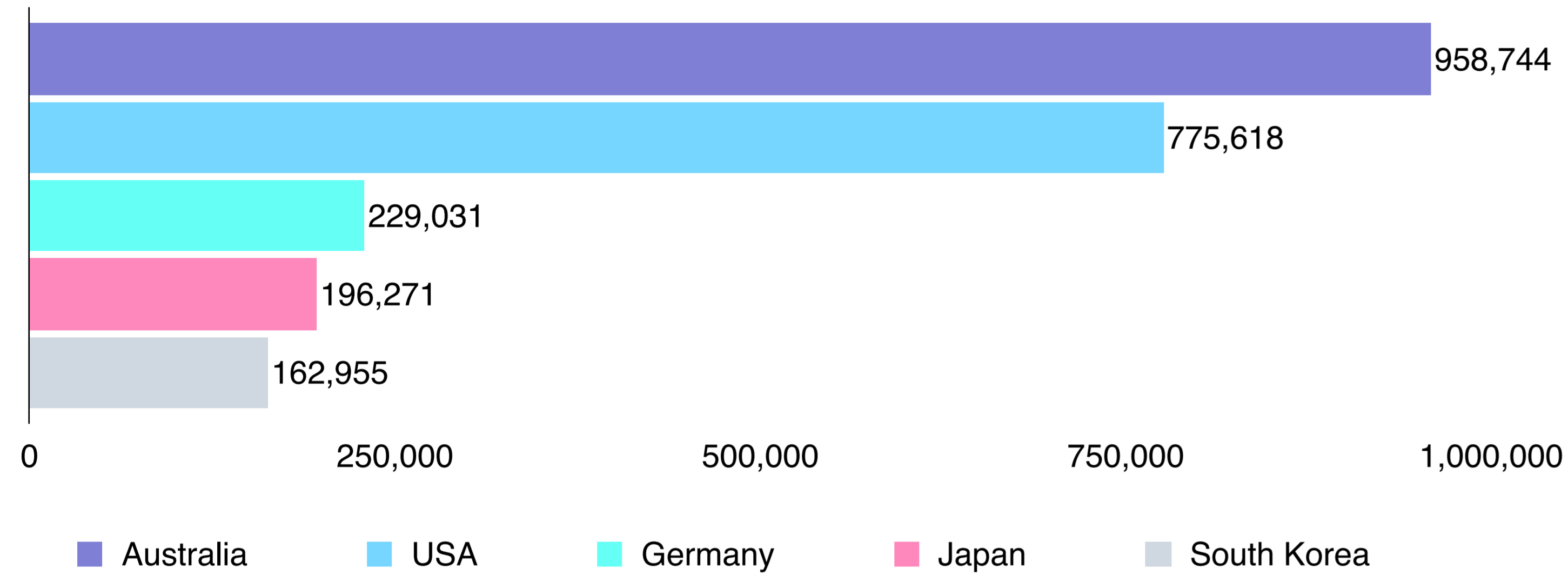
NO	Product Title	Link	Brand	Month Growth	Average Deal Price	Sales vol	Revenue (RMB)	Sub-Category
1	HealthyCare Australian Imported Soy Lecithin Balanced for Middle-aged and Elderly 100 Capsules * 3 Bottles	http://item.taobao.com/item.htm?id=654938932530	Healthy care	747.2466	CN¥595	5,085	3,027,406	Lecithin
2	German Version Elevit Stage 2 with Active Folic Acid + DHA for Pregnant Women 120-Day Supply	http://item.taobao.com/item.htm?id=576130847482	Elevit	225.7091	CN¥799	2,422	1,934,282	Folic Acid
3	American Brand Lysine Growth Hormone Children Adolescents Students High Calcium Tablets to Support Growth and Development with Calcium Iron Zinc	http://item.taobao.com/item.htm?id=740336515770	Bulevoice	189.0396	CN¥379	9,252	3,506,230	Calcium Magnesium Zinc
4	[Taobao Hundred Billion Subsidy Official Live Broadcast] ISDG Night Enzyme 232 Plant Fruit Vegetable Blocker	http://item.taobao.com/item.htm?id=692296709868	Isdg	146.0721	CN¥131	3,399	443,570	Oral Beauty Nutritional Supplements
5	American Imported PQQ Mitochondrial Optimization Rejuvenation Pill Energy Start Optimized Capsule for Aging Three Generations	http://item.taobao.com/item.htm?id=536840915141	Life extension	126.0866	CN¥238	7,465	1,776,670	Other Dietary Supplements
6	[Exclusive for Mushroom Sister] Mistique Brightening Drink Oral Liquid for Brightening 3 Boxes	http://item.taobao.com/item.htm?id=620188879417	Mesoesthetic	122.6809	CN¥2,299	2,921	6,715,379	Oral Beauty Nutritional Supplements
7	Original Imported Brazilian Green Propolis High Concentration Minas Gerais Super Australian Green Propolis Liquid Soft Capsule 1 Bottle	http://item.taobao.com/item.htm?id=615977241988	Apis familia	115.45	CN¥139	2,329	323,731	Propolis/Bee Products
8	[Bai Bu] AXXZIA Xiaozi Probiotic Capsules 60 Capsules * 1 Bottle	http://item.taobao.com/item.htm?id=653928842732	Axxzia	106.2814	CN¥460	873	401,580	Probiotics
9	BYHEALTH Tongrentang Overseas Version Women's Milk Thistle White Moonlight Liver Protection Tablets	http://item.taobao.com/item.htm?id=737751334902	Byhealth	97.9925	CN¥596	1,507	898,654	Thistle
10	[Exclusive for Live Broadcast] Mistique Spain Brightening Drink for Yellow Control Sugar Toning and Brightening Oral 18 Bottles	http://item.taobao.com/item.htm?id=652011764413	Mesoesthetic	96.9989	CN¥2,359	1,088	2,566,592	Oral Beauty Nutritional Supplements

Product Price Range

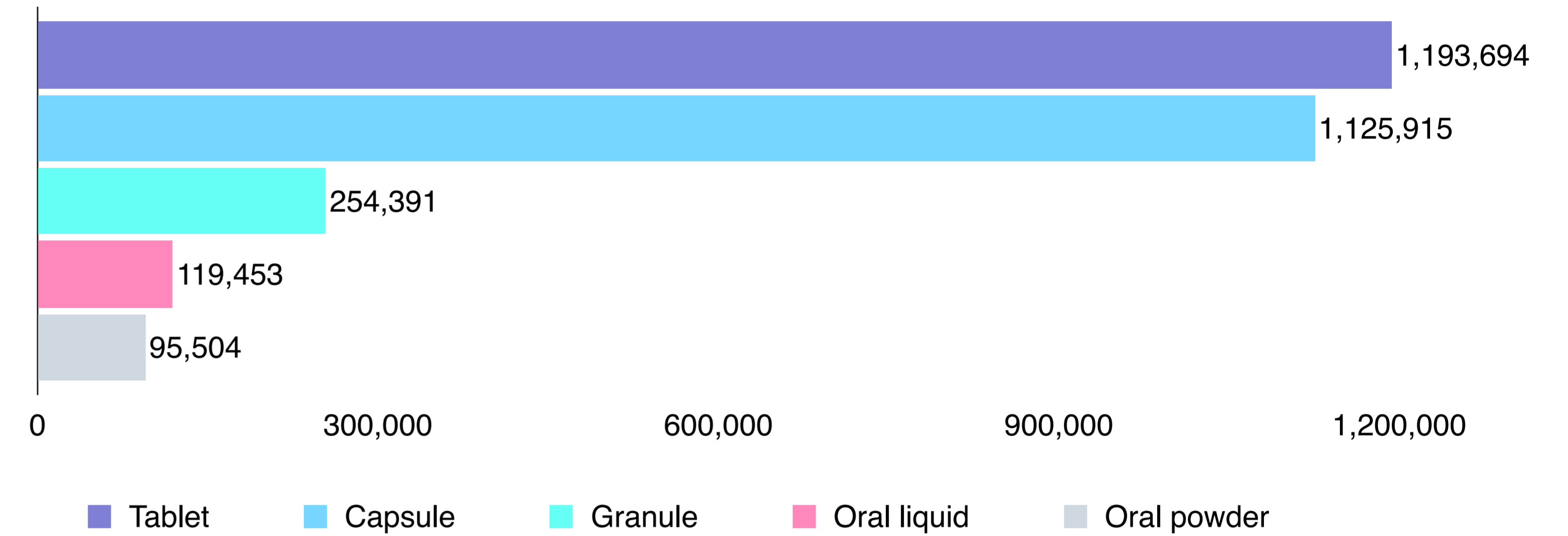


Popular Product Characteristics

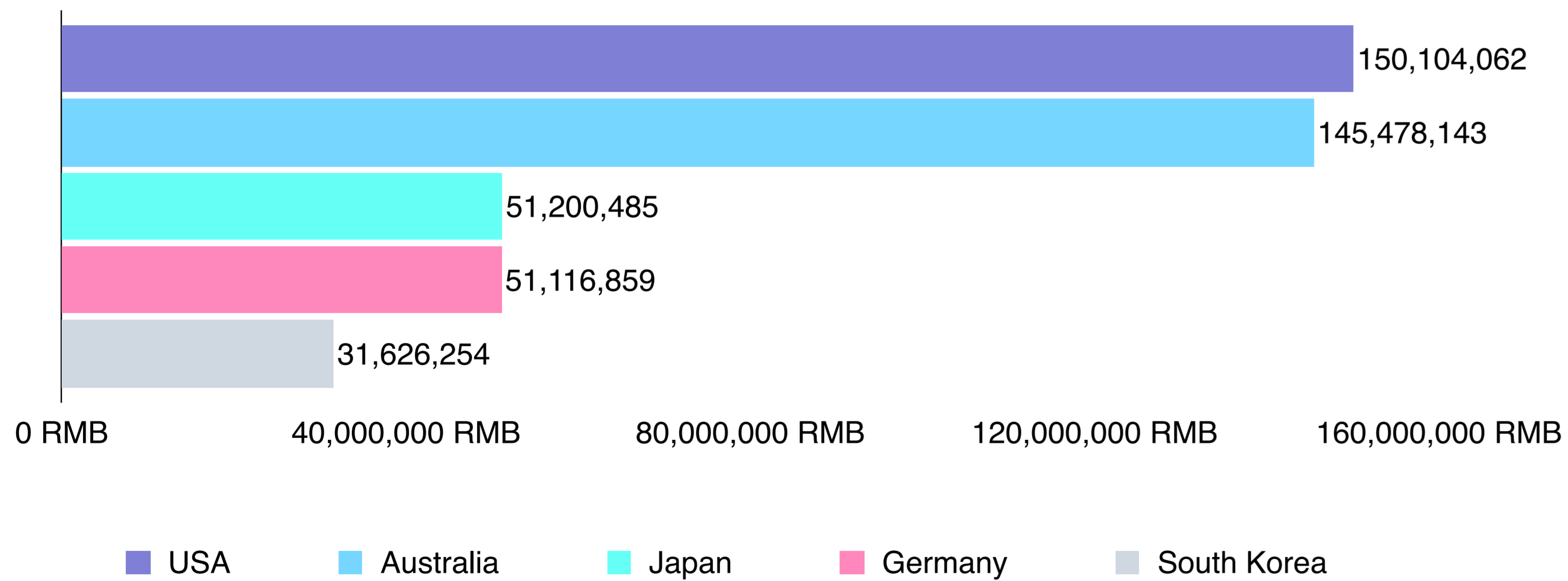
Monthly Sales Volume by Country of Origin



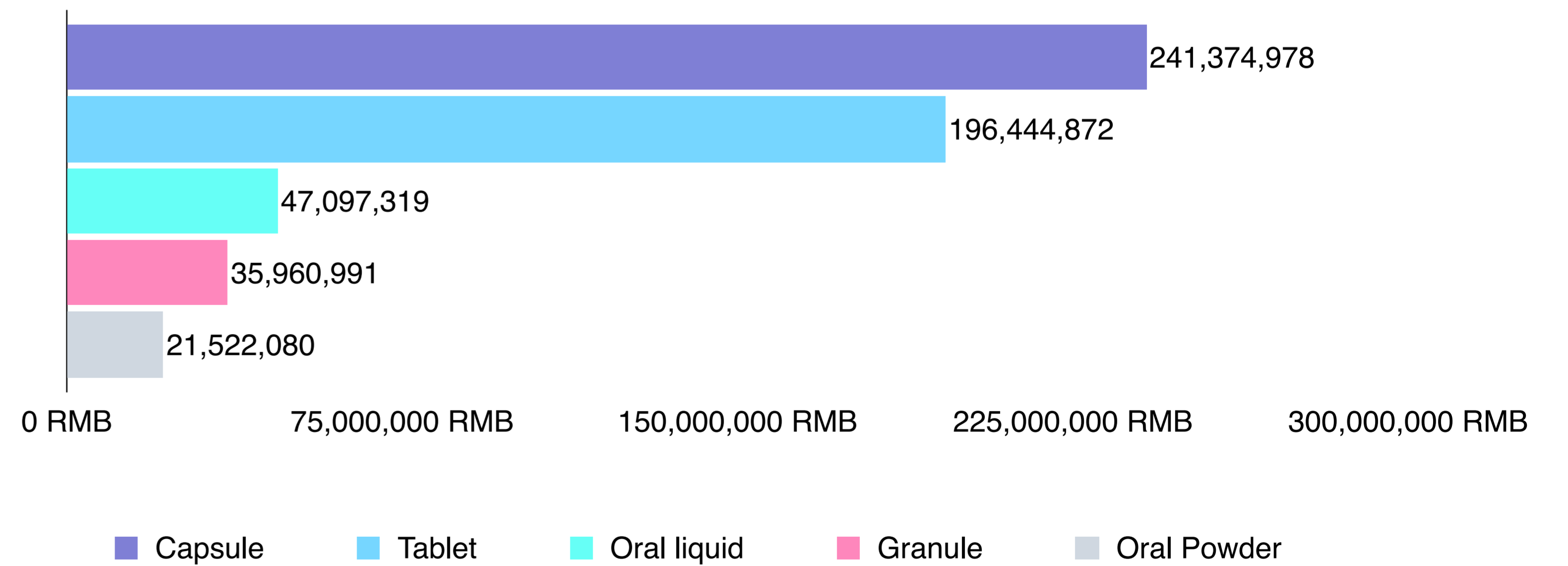
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin

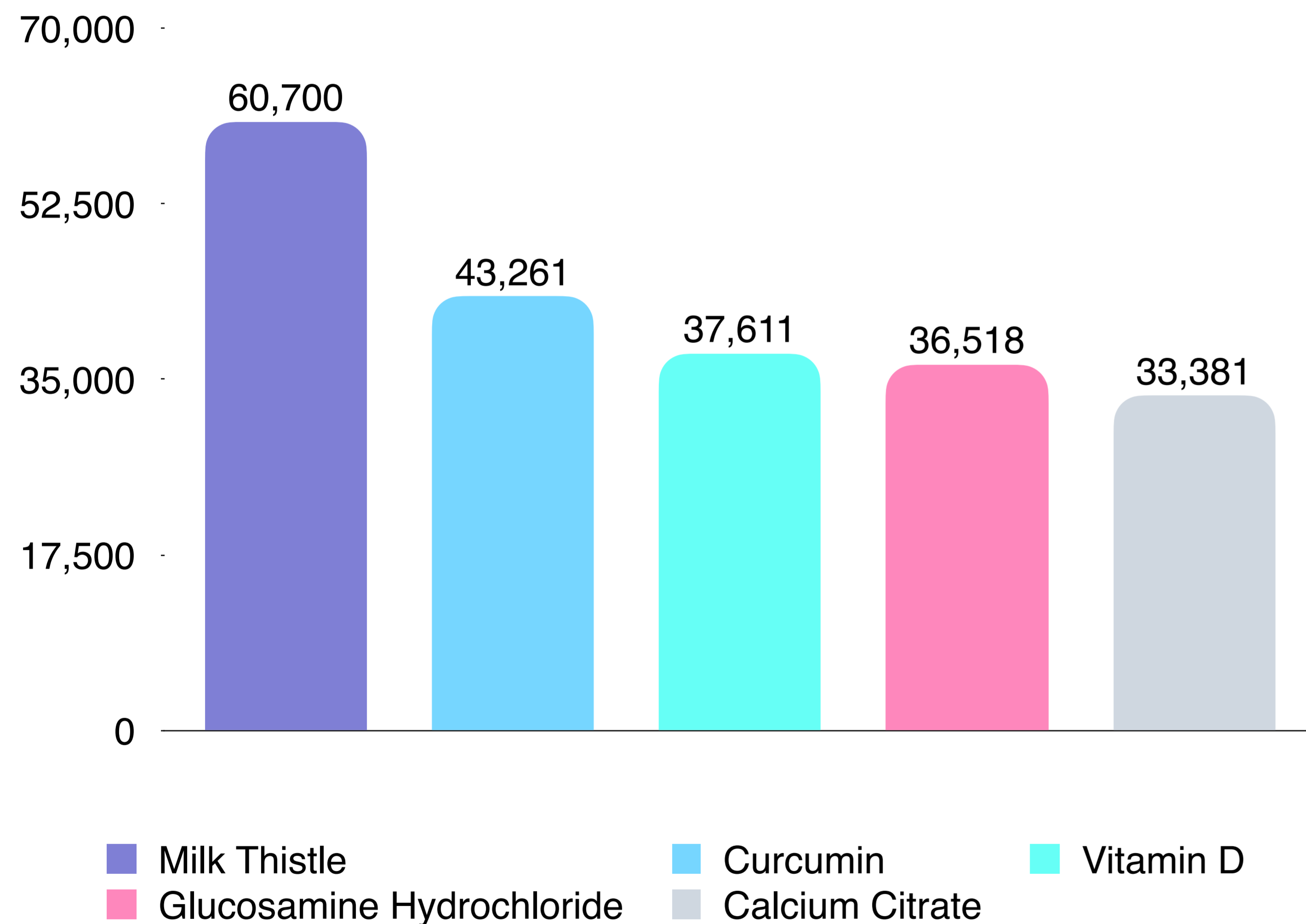


Monthly Sales Revenue (RMB) by Product Form

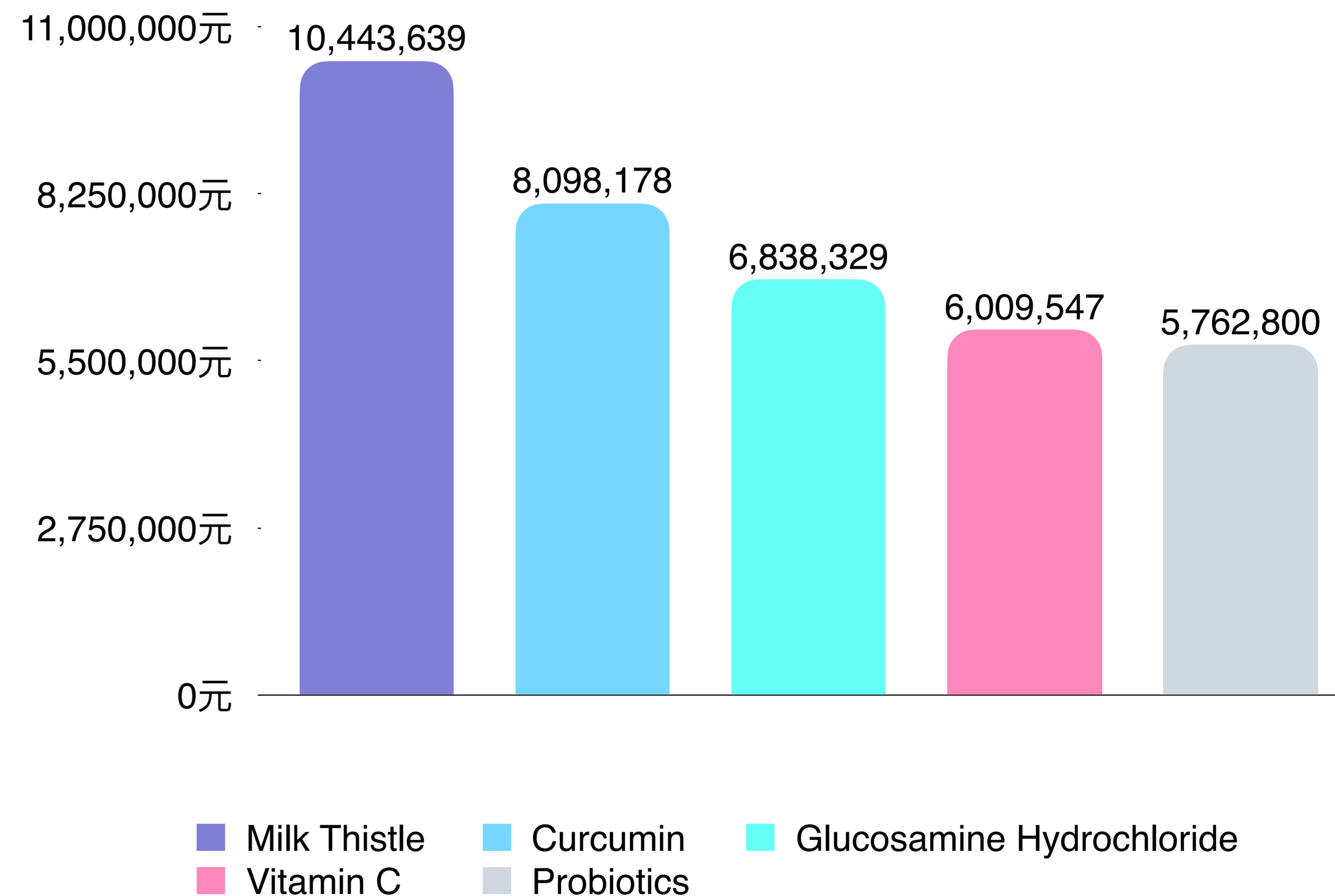


Popular Product Characteristics

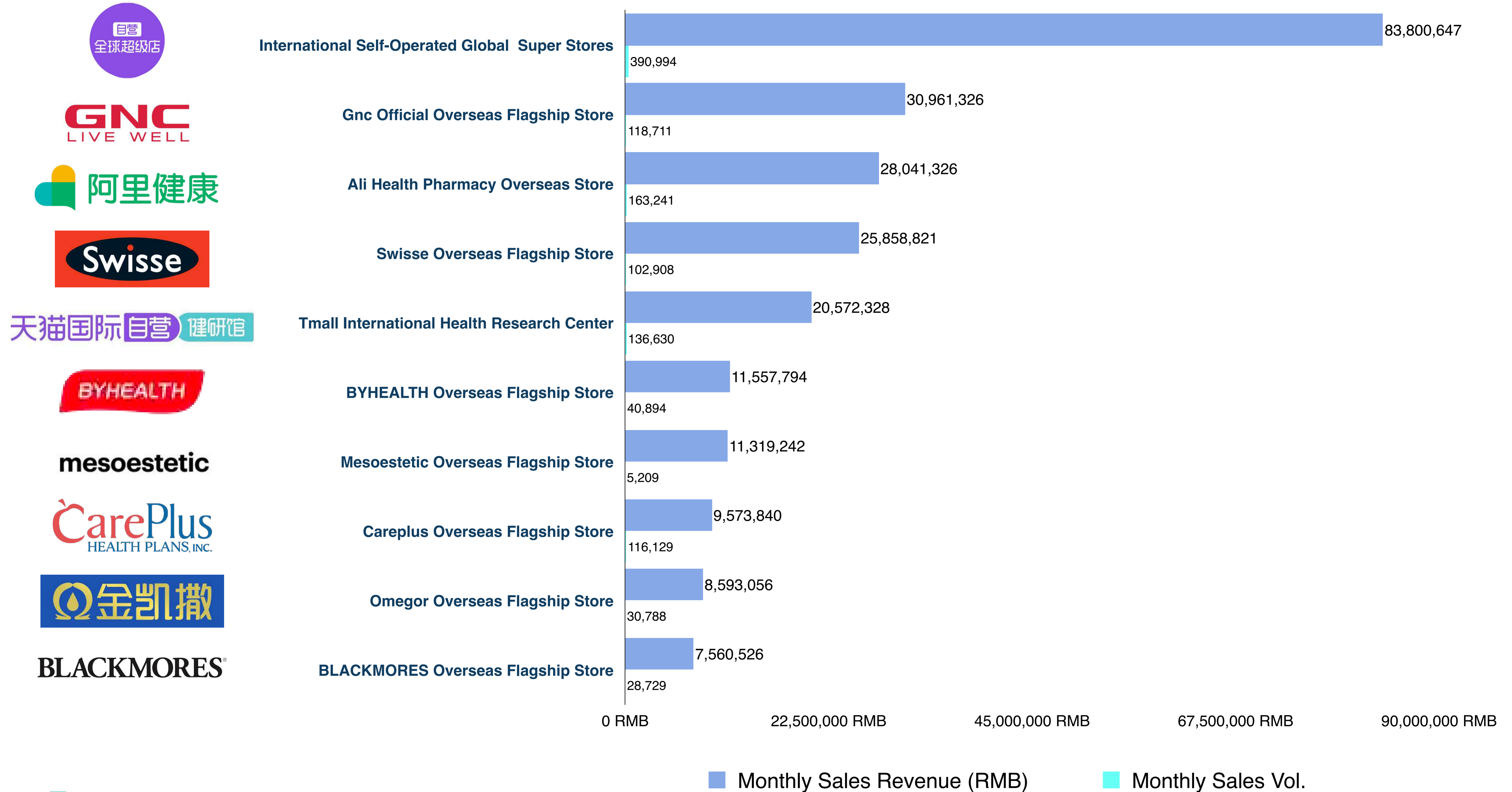
Monthly Sales Volume by Nutrition



Monthly Sales Revenue (RMB) by Nutrition

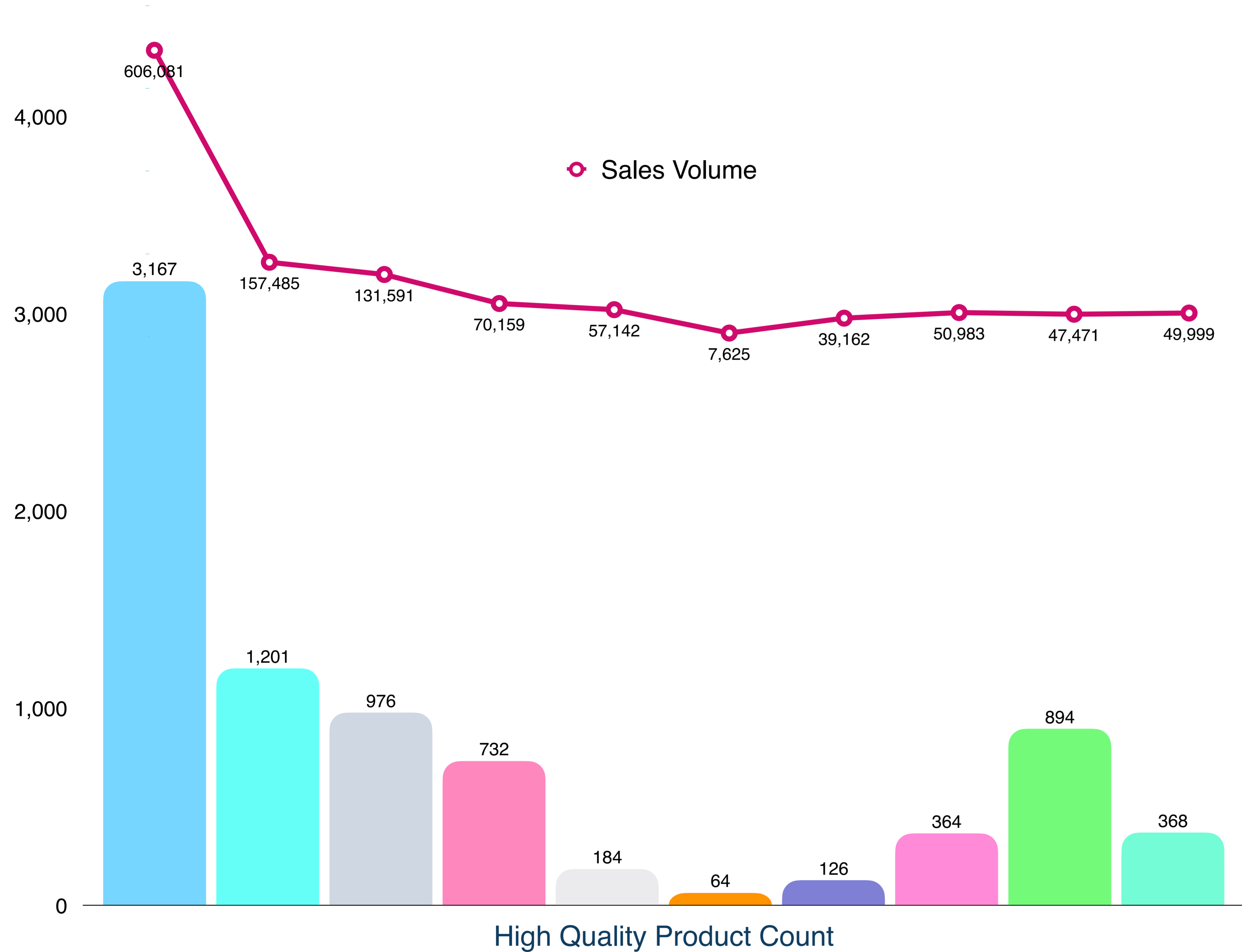


Top 10 Cross-Border Stores



*Ranked by monthly sales revenue

Top 10 Health Supplements Brands



Brand	Revenue (RMB)	Country Of Origin
Swisse	97,892,190	Australia
GNC	37,265,340	USA
Blackmores	26,674,122	Australia
Fancl	13,631,730	Japan
Byhealth	13,394,037	Australia
Mesoestetic	13,184,689	Spain
Omegor	11,681,333	Italy
Move free	11,445,660	USA
Puritan's pride	9,718,747	USA
Life space	9,676,393	Australia

Top 10 Brands Price Distribution

Brand	0-150	150-300	300-500	500-700	>700
Swisse	32.11%	48.45%	10.47%	5.2%	3.78%
GNC	7.08%	67.06%	18.35%	4.41%	3.1%
Blackmores	26.5%	27.33%	24.74%	18.1%	3.35%
Fancl	20.09%	47.03%	16.25%	12.57%	4.05%
Byhealth	9.82%	34.29%	37.74%	17.46%	0.7%
Mesoestetic	0%	0.03%	0%	5.1%	94.88%
Omegor	1.19%	56.03%	13.6%	15.7%	13.48%
Move free	20.93%	29.52%	39.13%	5.6%	4.83%
Puritan's pride	19.01%	32.41%	29.12%	5.62%	13.84%
Life space	24.2%	61.89%	6.12%	4.15%	3.65%

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).

To keep up with the latest eCommerce information and insights in various industries in Southeast Asia,
email us at info@tmogroup.asia to subscribe, click to follow us on social media :



facebook.com/tmogroup



twitter.com/tmo_group



linkedin.com/company/tmo-group