

# **Dietary Supplements in China**

September 2024

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# Dietary Supplements in China - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Dietary supplements returns to slower growth after the 2023 peak The distribution channel landscape remains stable, with retail e-commerce leading growth Liver health is a rising positioning, while others related to overall wellness also perform well

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Ingredients linked to cardiovascular health receive continuous attention Shift of consumer preference to non-herbal/traditional dietary supplements International players will continue to squeeze out local brands

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