



Vitamins in China

September 2024

Table of Contents

Vitamins in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vitamins sees low growth due to maturity, but growth potential for niche categories
Vitamin B complex gains popularity in China
Custom nutrition packs unlock new growth potential in vitamins

PROSPECTS AND OPPORTUNITIES

Penetration of retail e-commerce will continue to grow in vitamins, but gradually
Rising demand for vitamin D amongst adults signals a new opportunity

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2019-2024
Table 2 - Sales of Vitamins by Category: % Value Growth 2019-2024
Table 3 - Sales of Multivitamins by Positioning: % Value 2019-2024
Table 4 - NBO Company Shares of Vitamins: % Value 2020-2024
Table 5 - LBN Brand Shares of Vitamins: % Value 2021-2024
Table 6 - Forecast Sales of Vitamins by Category: Value 2024-2029
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Consumer Health in China - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2019-2024
Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024
Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024
Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-in-china/report.