



THE VITAMIN AND HEALTH SUPPLEMENTS MARKET IN CHINA

July. 2020

HONG KONG | BEIJING | SHANGHAI
www.daxueconsulting.com



CONTENT OUTLINE

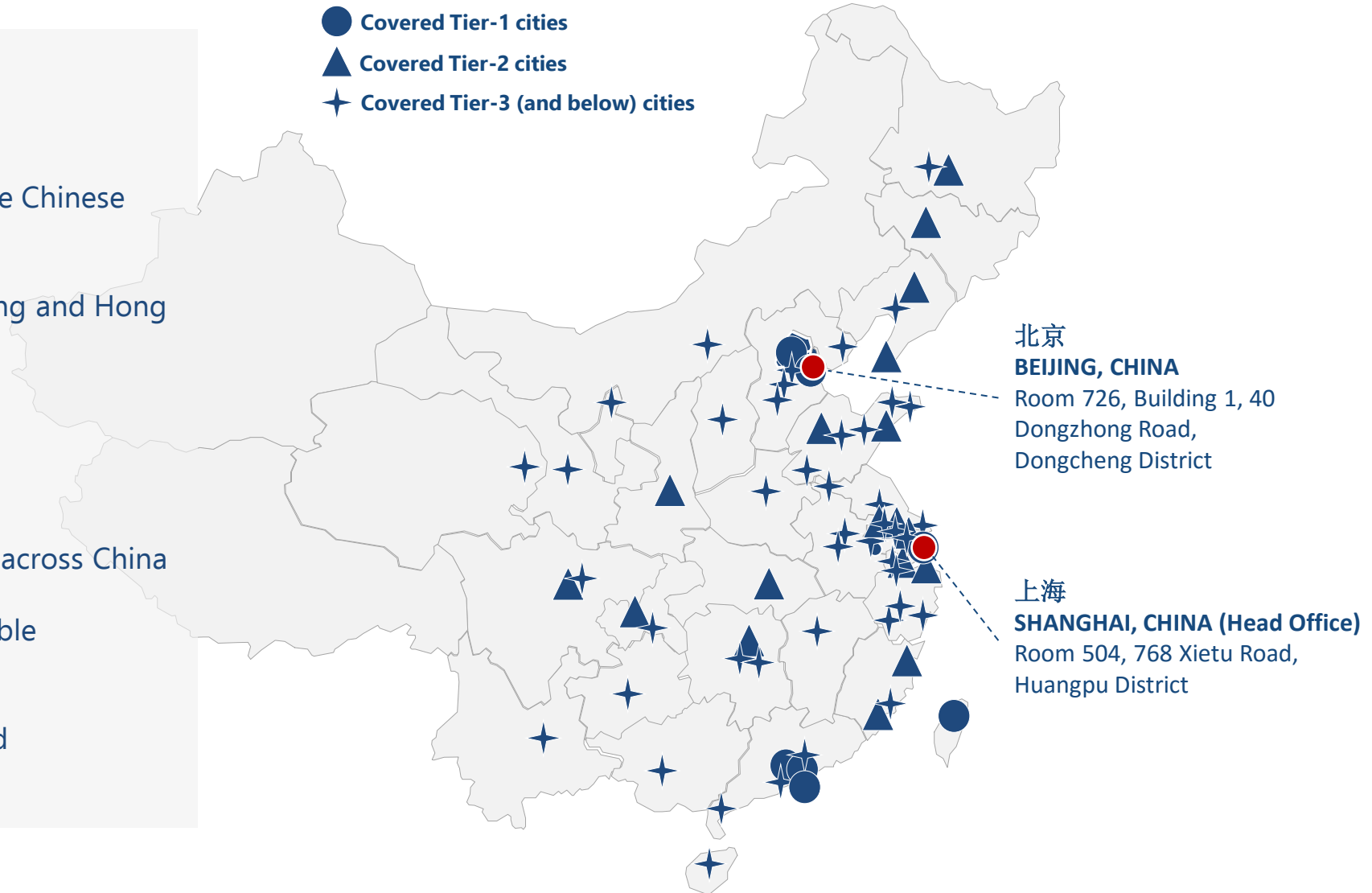
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Who we are

Your Market Research Company in China

We are **daxue consulting**:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 40+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world



The strengths of Daxue Consulting

6 crucial competitive advantages



1. Localized & Creative 创造和本土

- ✓ Our team has an international background, leveraging the best of both worlds
- ✓ **Teams are tailor-made** depending on the projects
- ✓ **One client = one dedicated team**

3. We manage from A to Z 内部

- ✓ daxue consulting **does not outsource its services**. We manage our own assistants and use directly technological tools.
- ✓ We have a **deep understanding on the fieldwork** and the context within which data was collected.

5. Innovative 创新

- ✓ **Constant on the look** for new research tools and methodologies
- ✓ Our goal is to **combine traditional methodologies** with the latest **tech tools**

2. Responsive & Flexible 负责和灵活

- ✓ At all levels at daxue consulting, daxue is creating an environment where **freedom and responsibility** go together.
- ✓ **daxue consulting** has a commitment to **answer emails within a day**. We are result-oriented and do not count our time to accomplish our tasks.
- ✓ **Regular reports** with our clients in order to make sure we reach the goal expected from our clients.

4. Actionable recommendations 可行建议

- ✓ We **care about results** and design our research in order to be operational.
- ✓ We are **driven by metrics** such as customer acquisition costs, business plan KPIs, P&L optimization.

6. Professional 专业

- ✓ **Our methodologies are rigorous and serious**, taking information from the best practice in the world of consulting and research.
- ✓ **Demanding on the results, detail-oriented, respectful towards our commitments.**

Our services

Experienced in answering to a wide variety of strategic business questions



MARKET GAP
IDENTIFICATION
市场缺口



MARKET RESEARCH
市场调研



REGULATORY
FRAMEWORK
管理框架



BUSINESS PLAN
商业计划



MARKET POTENTIAL
ASSESSMENT
市场潜力评估



GO-TO-MARKET
STRATEGY
市场进入



MARKET ENTRY
市场准入



CUSTOMER JOURNEY
消费者旅程



COMPETITOR
BENCHMARKING
竞争者对标



MARKET SIZING
市场规模



VALUE PROPOSITION
& USP DEFINITION
价值主张和销售主张



PARTNERSHIP
SCREENING
合作伙伴筛选



PRODUCT TESTING
AND LOCALIZATION
产品测试和本地化



DIGITAL STRATEGY
数字战略



OMNI-CHANNEL
STRATEGY
全渠道策略

350+ clients with 600+ projects for the past 7 years

Examples of references



A recognized expertise on the Chinese market

Regularly featured and quoted in global publications

Daxue latest quotations in recent publications

The New York Times

TECHINASIA

france
bleu

LE TEMPS

SBS NEWS

ASIA WEEKLY

FT FINANCIAL
TIMES

英文中國郵報
The China Post

REUTERS

GLOBAL
TIMES

SBS NEWS

theguardian

y net
news.com

Le Monde

THE WALL STREET JOURNAL

LesEchos.fr

THOUGHTFUL
CHINA

CHINA
ECONOMIC REVIEW

SWI

LE TEMPS

TechNode

CONDÉ NAST

TECHINASIA

FRENCHWEB.FR
Le magazine de l'innovation

LE FIGARO

CHINADAILY
中國日報

THE WALL STREET JOURNAL

ESSEC
BUSINESS SCHOOL

The New York Times

Guanghua School of Management
Peking University

Forbes

jns
org | news service

TECH.CO

Voci Globali

JDN
JOURNAL DU NET

L'OBS

Wine News
THE POCKET WINE MAGAZINE IN ITALY

france
bleu

gbtimes
Global reach, Local touch

South China
Morning Post

TECH
INSIDER

IT NEWS AFRICA
AFRICA'S TECHNOLOGY NEWS LEADER

THE JORDAN TIMES

Jing Daily

World
Trademark
Review

FINANCIAL REVIEW

ASIA WEEKLY

Contrepoints
le nivellement par le haut

The Street

Chef
d'Entreprise

CCI FRANCE CHINE
中国法国工商会

ISRAEL HAYOM
THIS IS WHERE WE STAND

CHANNEL NEWSASIA

algemeiner

華美銀行
EAST WEST BANK

EAST WEST BANK

The Business of Fashion
BOF

Los Angeles Times

StartupBRICS
L'Actu Tech & Startup des Emergents

EL PAÍS

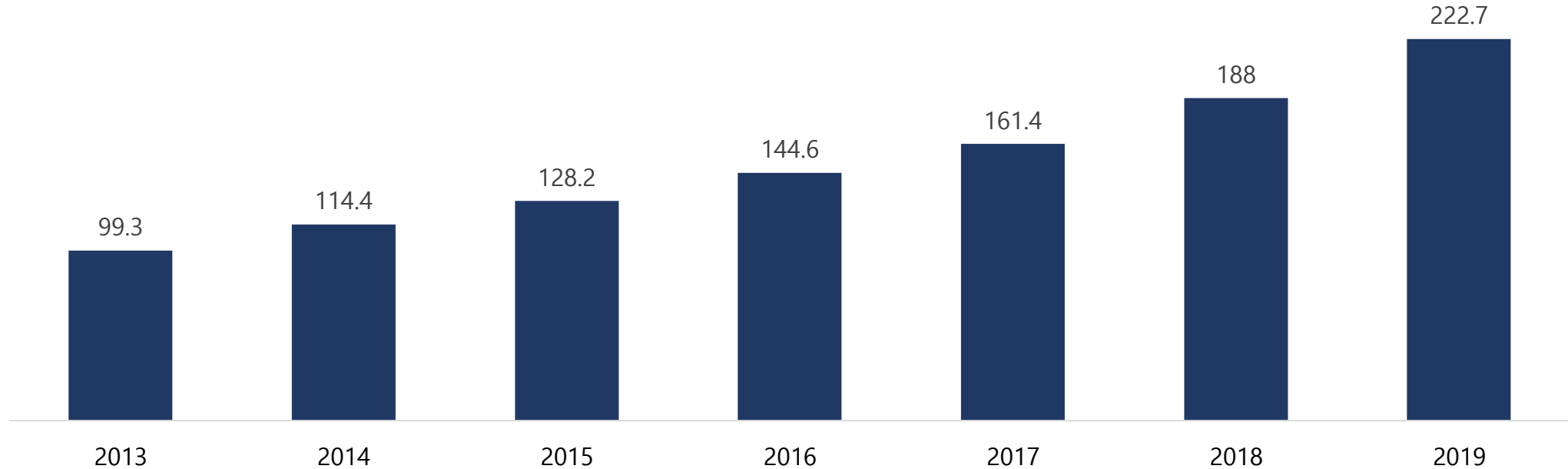
1

Market dynamics and trends

China has become the second largest healthcare market in the world

- China's healthcare market size is ¥222.7 billion, which makes China the second largest market for healthcare products, just after the US. More than half of the market occupied by **dietary supplements**.
- With a 14.8% CAGR, there are now over 350 million middle class consumers of **health care products** in Mainland China representing the market with the highest potential.
- The growth rate of **the health supplements industry is around 10%**, which is relatively close to the US growth rate in the 1970s.

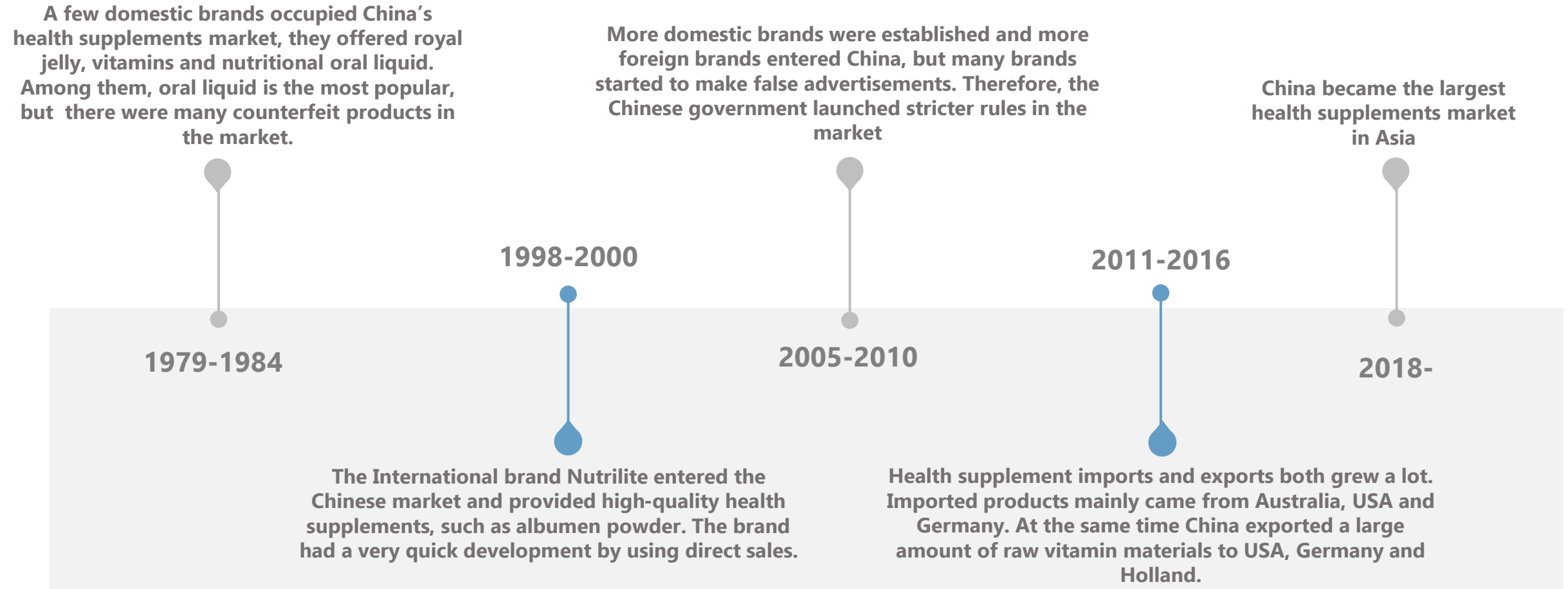
China's healthcare products market size
(2013-2019, in ¥ billion)



Source: iimedia

The history of China's health supplements market

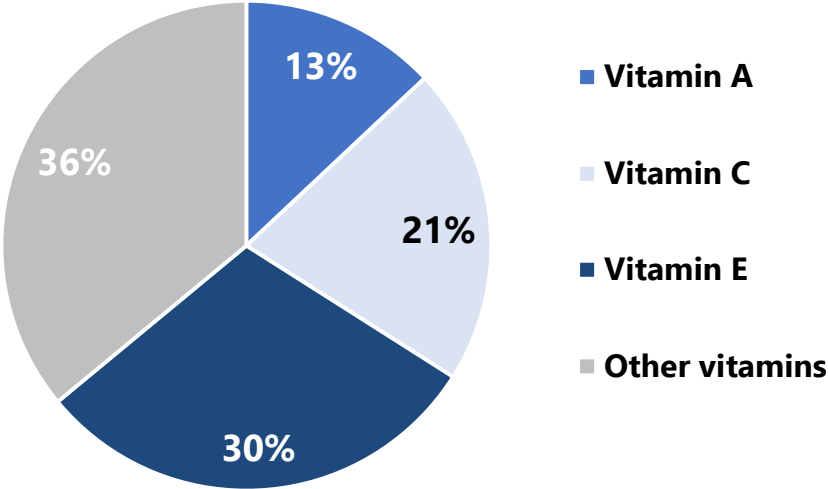
The health supplements industry developed along with the improvement of Chinese people's living standards and health awareness. In 2020, COVID-19 boosted the market.



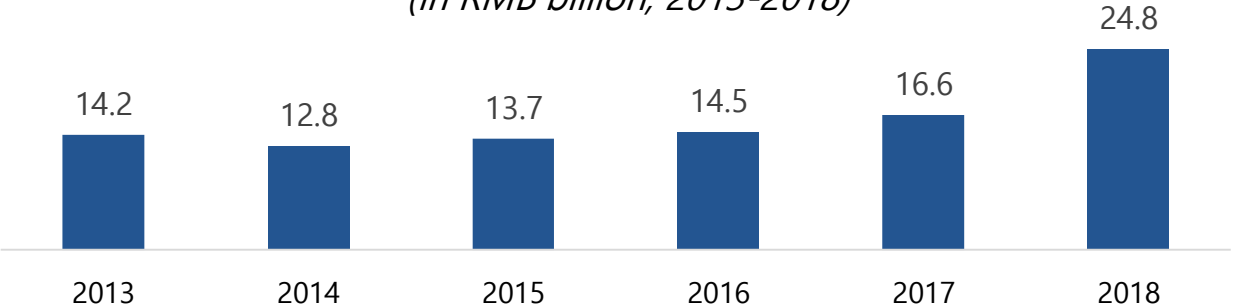
Vitamin C and E are the most popular vitamins in China

Vitamin products are becoming widely used in China and demand is continuously growing. Vitamin E is the most popular vitamin as many Chinese people believe it can prevent cancer. It's different from other countries, such as USA, where vitamin D is very popular.

China market share by vitamin types
(2019-2020)



China's vitamin market size
(in RMB billion, 2013-2018)



Source: iimedia

Top selling vitamin supplements on Tmall by sales
(June 2020)



#1: Nature vitamin E soft capsules
130 thousand items sold monthly

#2: Orange flavored vitamin C tablets
89 thousand items sold monthly



#3: Vitamin E soft capsules
70 thousand items sold monthly



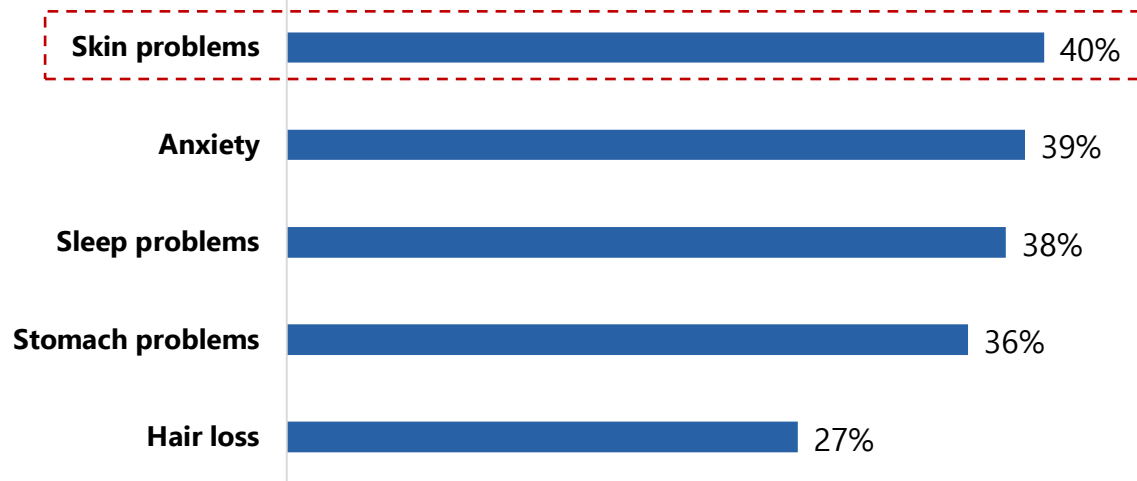
Tmall is a famous e-commerce platform in China

Source: Tmall

Vitamins which target skin health have large potential in China

Top five health problems bothering Chinese people

(The online survey of DXY targets on Chinese people 20-50 years old, 2019)



Source: DXY (丁香医生)

- As the biggest health problem plaguing Chinese people, skin problems have led to an increased demand for vitamins, as they are beneficial to skin health.
- Vitamin A, C and E can help skin maintain a youthful state, prevent pigmentation, freckles and wrinkles. Thus, they are popular vitamins among Chinese consumers.



Top vitamin products for skin problems on Tmall

#1: Vitamin C chewing tablets



Brand: Gold Partner 黄金搭档
Over **90,000** items sold monthly

Main function: Tightens the skin, prevents hyperpigmentation.

#2: Vitamin A ointment

Brand: LiDian 丽点
Over **80,000** items sold monthly

Main function: exfoliation and acne treatment



#3: Vitamin C chewing tablets



Brand: By-Health 汤臣倍健
Over **55,000** items sold monthly

Main function: Promotes collagen formation and enhances skin repair

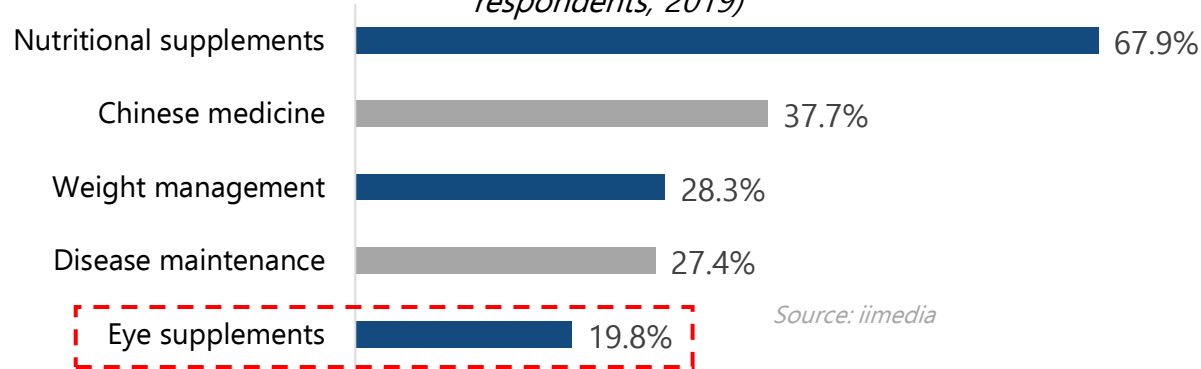
Source: Tmall

Eye care is a new growth point for vitamin products

Among vitamins products about eye care on Tmall, except tablets and capsules, eyewash with vitamins is also quite popular in China.

Category preferences of health supplements consumption in China

(Online survey of iiMedia with 1,283 health supplements consumers respondents, 2019)



Source: iimedia

According to the survey of iimedia in 2019, 19.8% of the respondents were interested in health supplements related to eye care.

Retail value of China's eye care market in 2019 surpassed **28 billion RMB**.

Eye care products with vitamins target **students** as main customers in China.

The concentration ratio of the eye supplements market in China is **36.4%**.

Vitamins are widely used for eye care.

Source: Euromonitor, daxueconsulting.com

Top eye care vitamins on Tmall



Vitamin B6+B12 eyewash

Brand: **ZSM 珍视明**

89,000 monthly sold items

Main function:

Can help adults absorb vitamin B to relieve eye fatigue.



Carotene soft capsules

Brand: **Conba 康恩贝**

3,426 monthly sold items

Main function:

Suitable for dry eyes, soreness and nearsightedness.



Vitamin A soft capsules.

Brand: **Anpusheng 安普生邦利**

6,786 monthly sold items

Main function:

Suitable for children and adults to relieve eye strain and protect eyesight



Multi vitamins + lutein soft capsules

Brand: **Doppel Herz 双心**

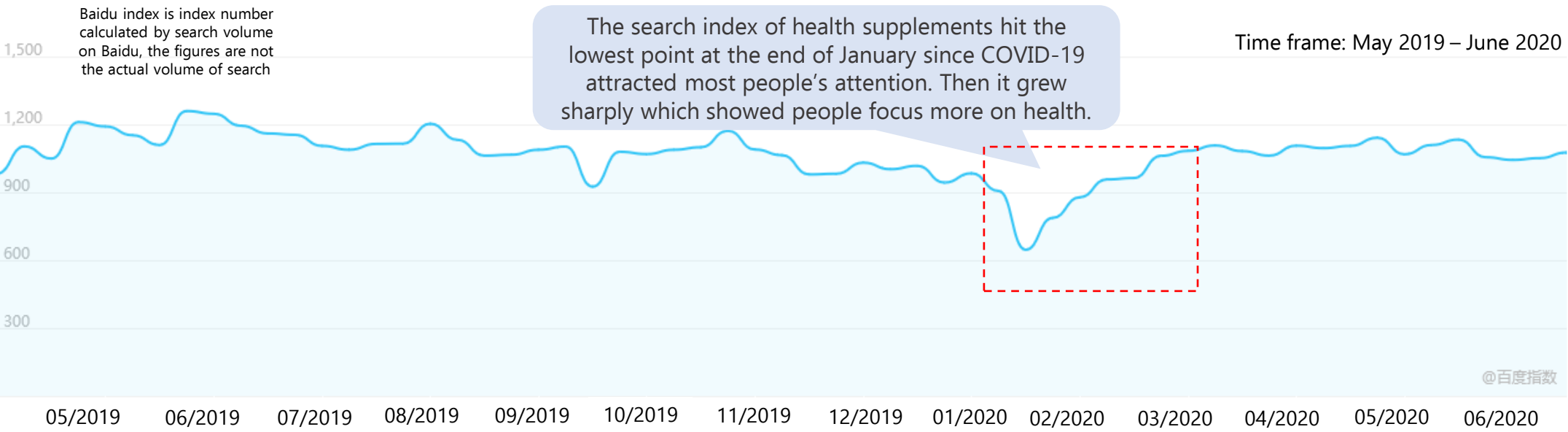
2,582 monthly sold items

Main function:

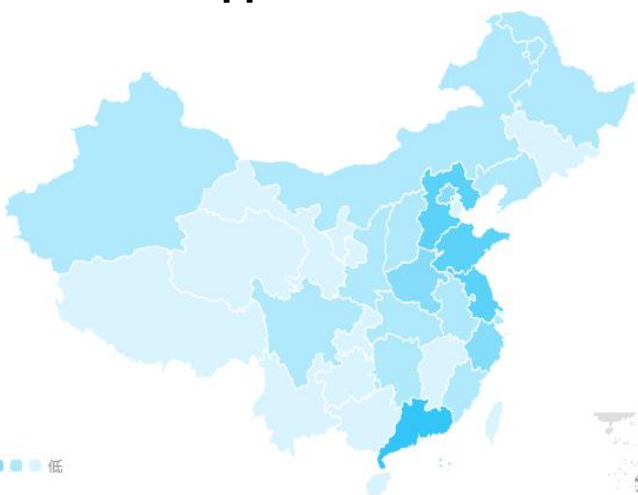
Suitable for adults with the habit of staring at the screen for a long time.

Source: Tmall

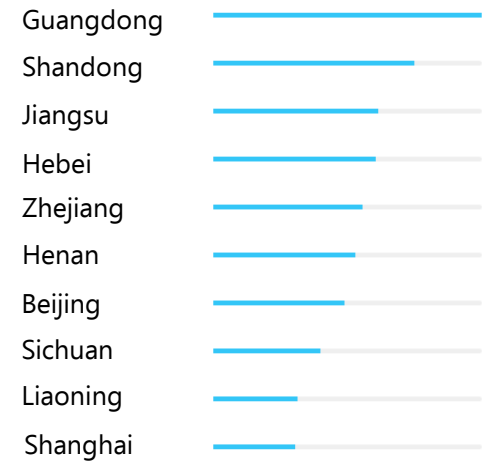
Search trends on Baidu: Health supplements (1/2)



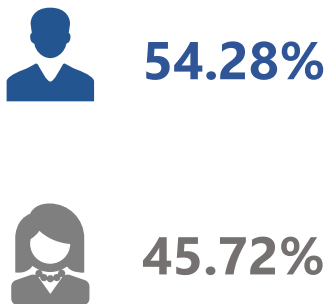
Regional distribution of 'health supplement' searches



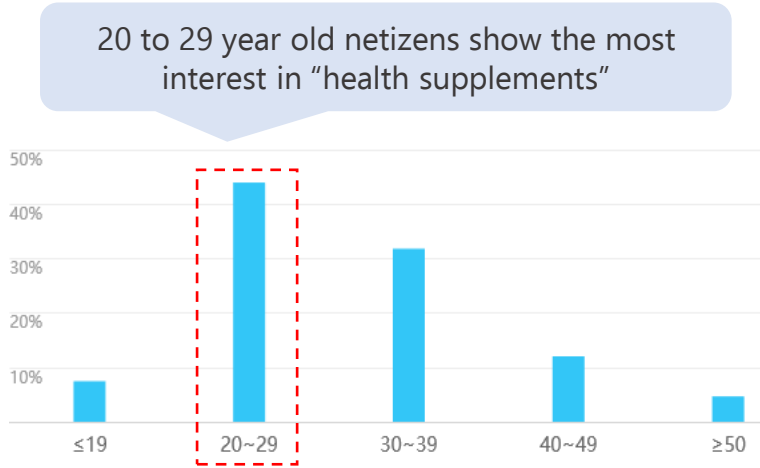
Time frame: May 2019 – June 2020



Gender split



Age distribution

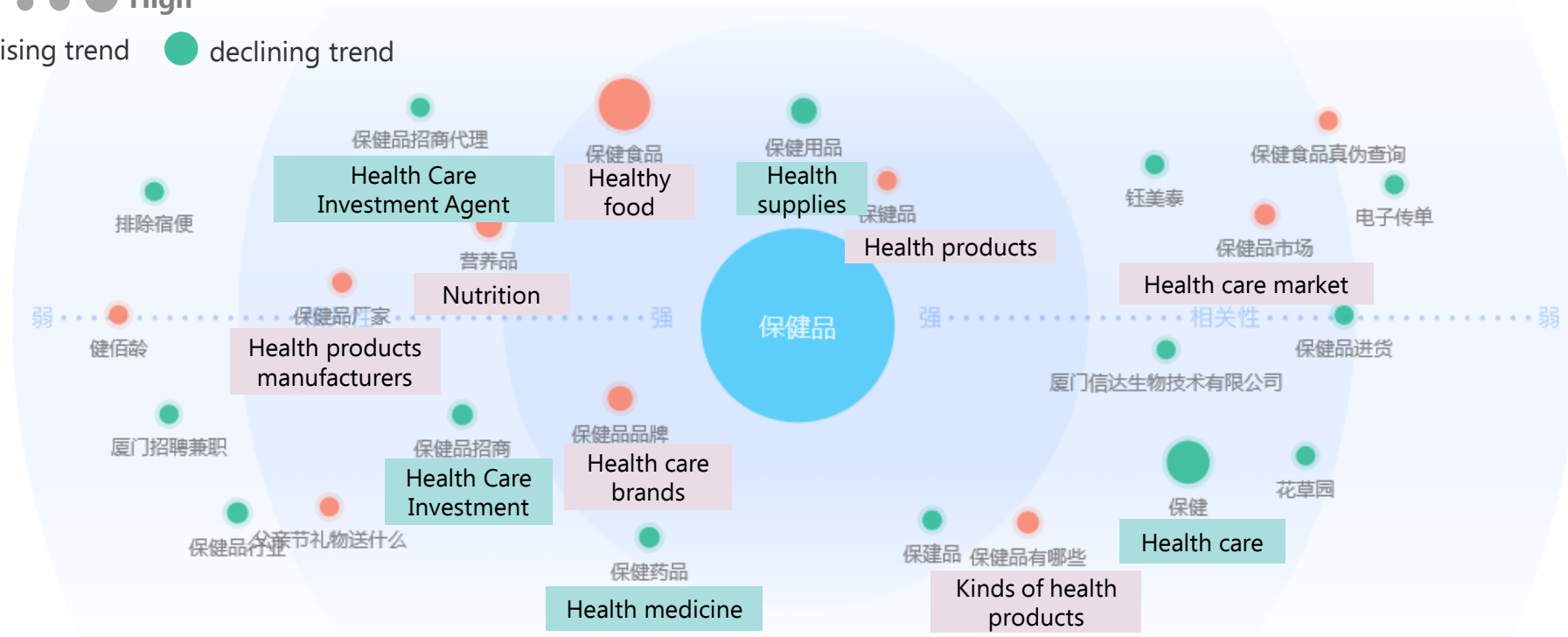


Source: Baidu index

Search trends on Baidu: Health supplements (2/2)

Search index: low ● ● ● High

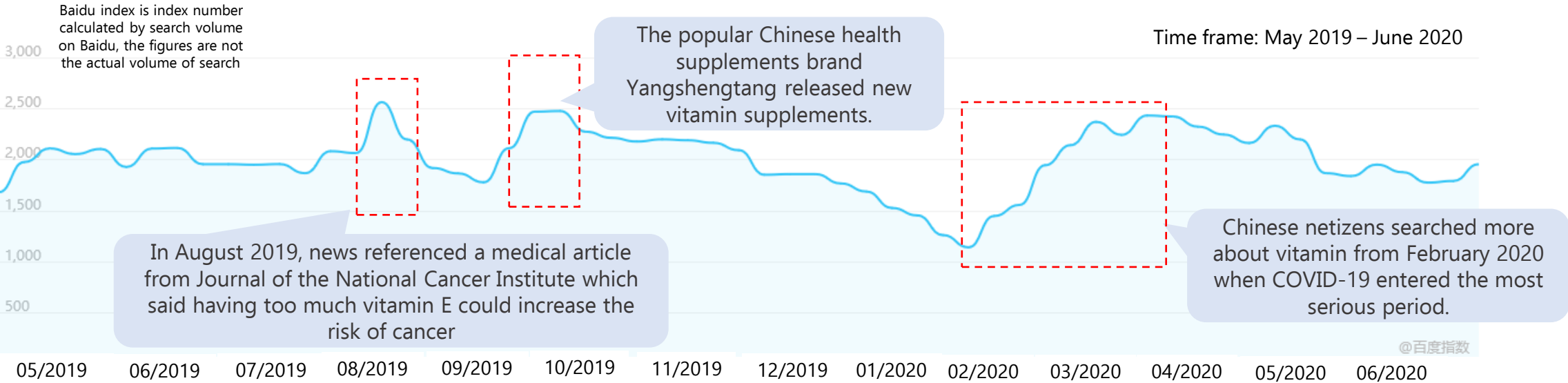
Search trends: ● rising trend ● declining trend



Source: Baidu index

- With the increase of China's per capita income, the aging of the population and the enhancement of health awareness, the overall demand for health supplements is increasing.
- At the same time, people are also curious about the business opportunities in health supplements.
- Healthy food and reliable health care brands are the main search trends of consumers about health supplements.

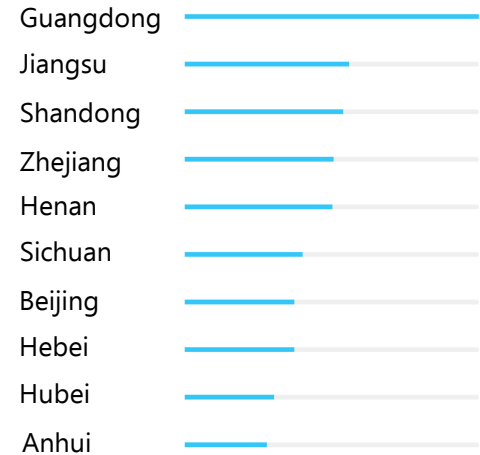
Search trends on Baidu: Vitamin (1/2)



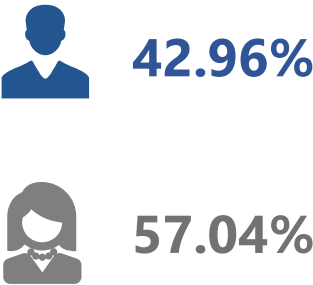
Regional distribution of 'vitamin' searches



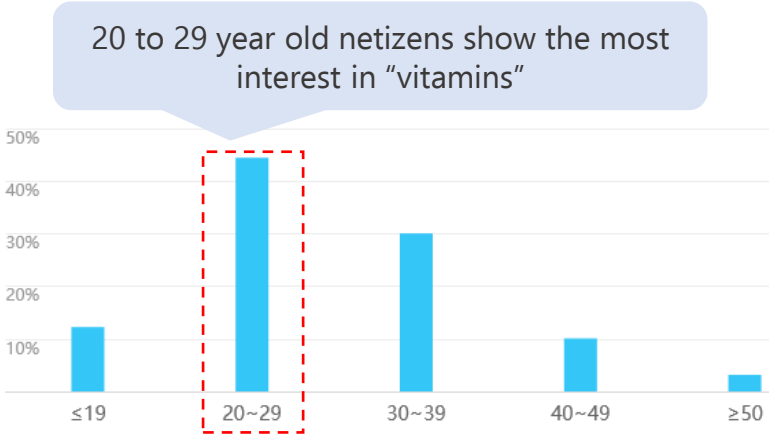
Time frame: May 2019 – June 2020



Gender split



Age distribution

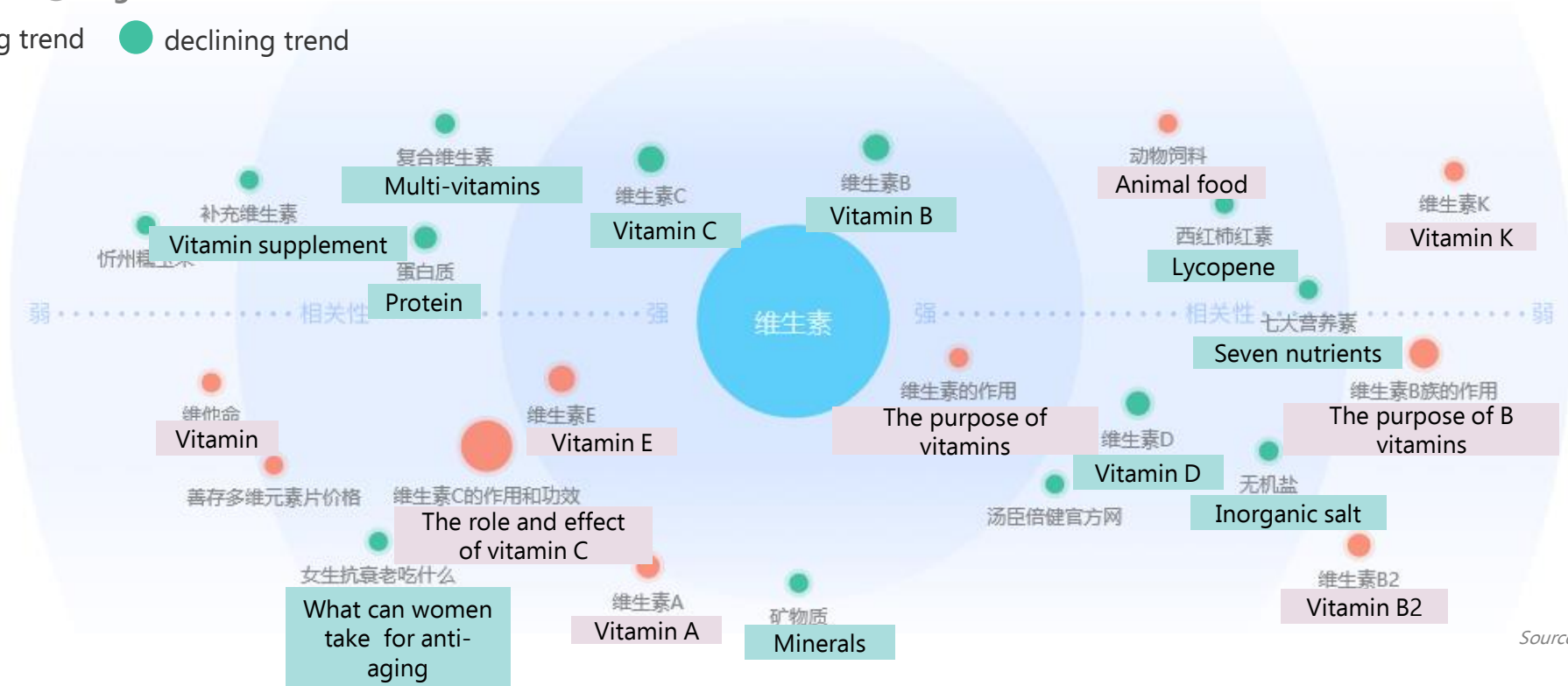


Source: Baidu index

Search trends on Baidu: Vitamin (2/2)

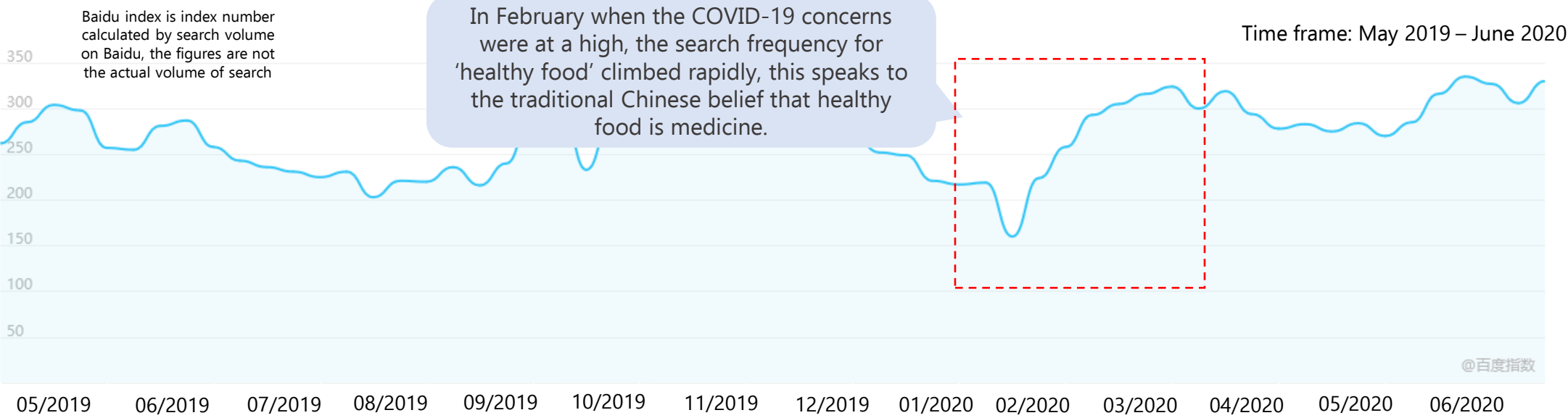
Search index: low ● ● ● High

Search trends: ● rising trend ● declining trend



- A large interest in the topic is met with a lack of knowledge, therefore many Chinese people searched for different types of vitamins and their effects on Baidu.
- Compared with men, women have paid more attention to vitamin-based health products, because they want to achieve skin care and even anti-aging through vitamins.

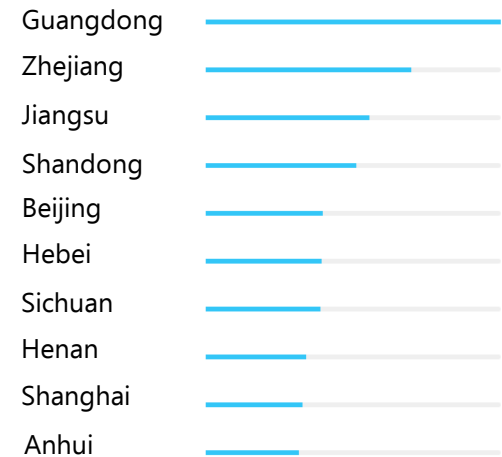
Search trends on Baidu: Healthy food (1/2)



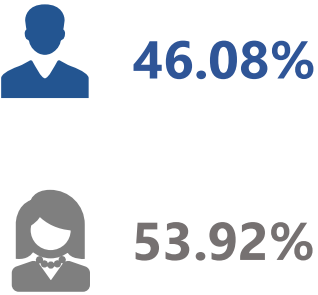
Region distribution of "healthy food" searches



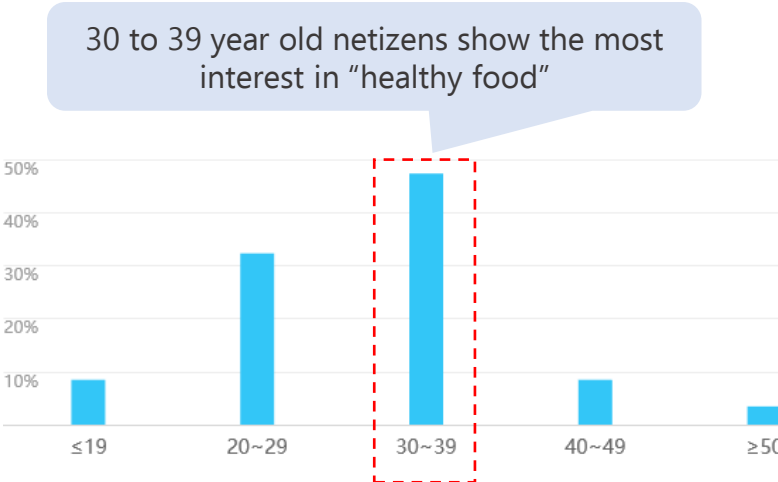
Time frame: May 2019 – June 2020



Gender split



Age distribution

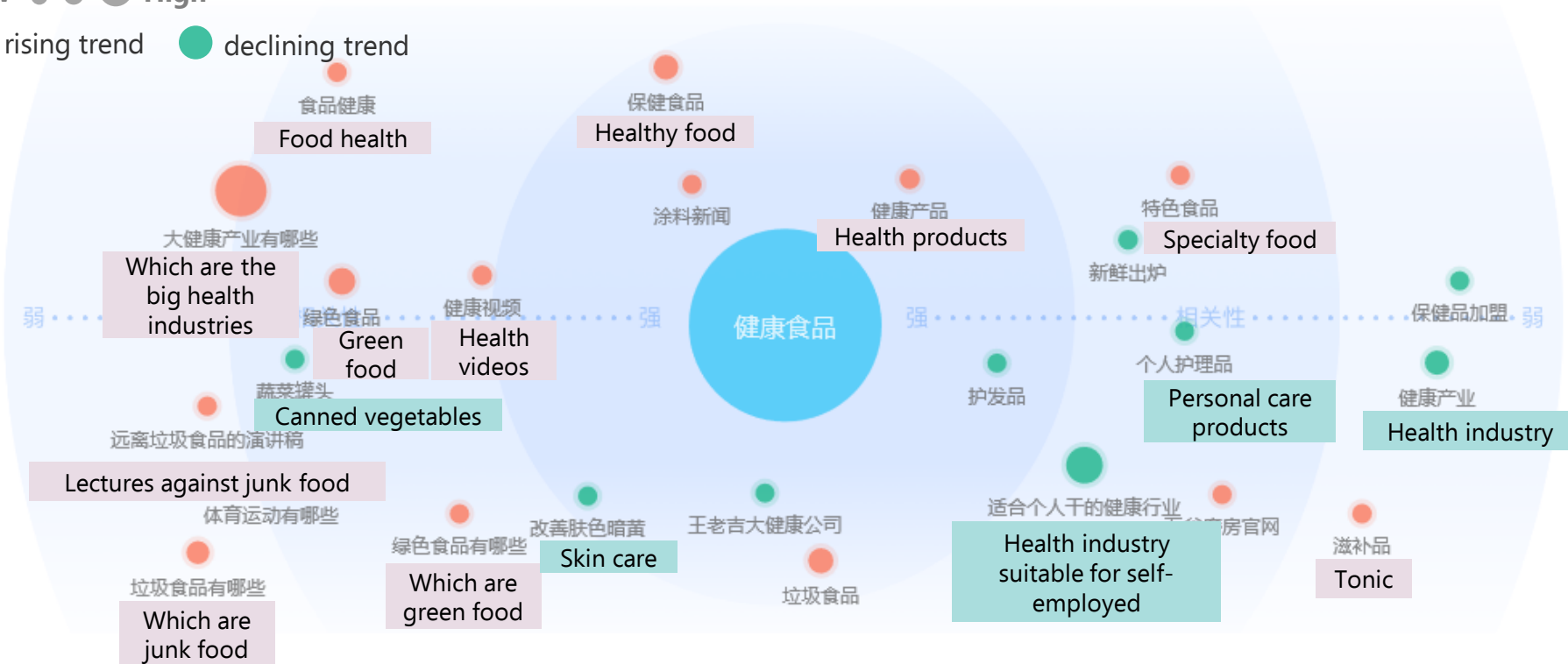


Source: Baidu index

Search trends on Baidu: Healthy food (2/2)

Search index: low ● ● ● High

Search trends: ● rising trend ● declining trend



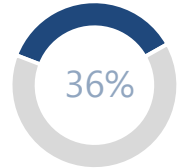
Source: Baidu index

- Keywords associated to healthy food online are very diverse. In addition to healthy eating, people are also very concerned with personal care, such as health exercise, skin care and hair care.
- Consumers are more willing to learn some knowledge about healthy food but seek clear guidelines on what is considered 'junk food' what is considered 'healthy food' and what is considered 'green food'.

Distribution channels for health supplements in China



Direct Sale



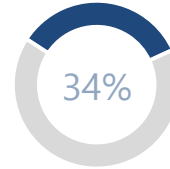
(Direct contact between a seller and a consumer without third parties, such as telesales, brand official stores and websites)

Direct sales occupy the largest part of distribution channels

- Direct sales are effective for late middle-aged and elderly who lack health product knowledge, those people have the huge potential of health supplements consumption. Salespersons provide one-to-one guidance which builds the trust between salespersons and consumers
- For the company's benefit, direct sales decrease the cost of advertising and skips the middleman, accessing consumers directly.



Online marketplace channels



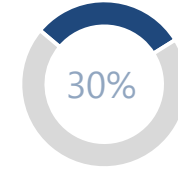
(Such as Tmall, JD, Taobao, and other marketplace platforms)

Online marketplace may soon replace direct sale and offline channels

- Chinese online consumers are from younger generations (millennials and Gen Z) who are adept at researching product information online. They also make heavy use of cross-border e-commerce to seek foreign brands that are hard to find in the nation.
- Due to the complexity of formalities for offline stores, foreign brands prefer opening stores online which requires less producers.



Offline third-party channels



(Such as supermarket and pharmacies, and other non-brand stores)

Offline channels' proportion may decline in the future

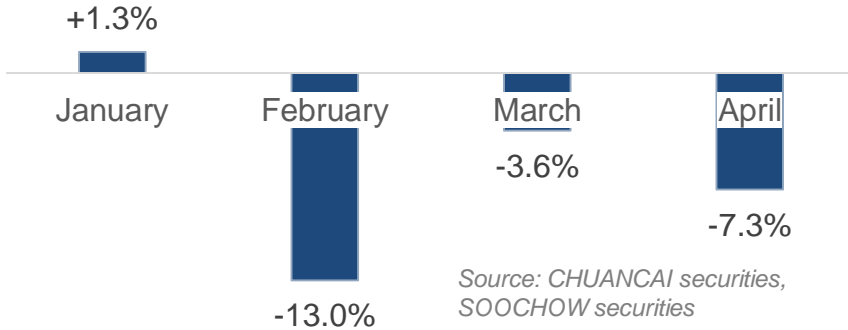
- Some Chinese people are inclined to buy health supplements in store. Because they believe that the pharmacy and supermarket are more credible, and they can get salespersons' suggestions.
- Along with the development of e-commerce, the convenience of online purchasing will far exceed offline channels soon.

Source: Beijing Consumer Association

Covid-19 stimulated the sales of vitamins and health supplements (1/2)

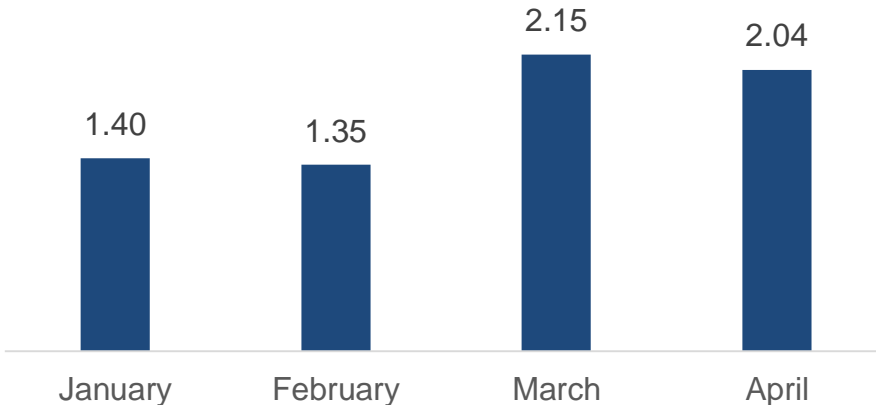
Average price of health supplements on Alibaba's platforms

(YOY growth, Jan. – Apr. 2020)



Sales of vitamin and health supplements on Taobao & Tmall

(in billion RMB, Jan. – Apr. 2020)



- The biggest price drop of health supplements was in February as many brands decreased online price to have more consumers during the most serious period of COVID-19. However, many consumers were focused on personal protection and disinfection products.
- Then, the sales revenue of health supplements greatly increased from March along with people's health awareness further improved.



汤臣倍健

- Established in October 1995, **BY-HEALTH** (汤臣倍健) introduced Vitamin & Dietary Supplements into Chinese indirect selling market in 2002, and grew into a leading brand and iconic company.
- During COVID-19, the health related products of BY-HEALTH (汤臣倍健) had further increase in its online sales.

Sales on Alibaba's platforms (in RMB, 2020)

Feb.	103 million	+40.6%	YoY
Mar.	169 million	+46.6%	YoY
Apr.	149 million	+44.0%	YoY

Swisse

- Swisse, founded in 1960 in Melbourne, is a well-known Australian natural health brand. It primarily focuses on multivitamins and dietary supplements, sports nutrition products, and beauty nutrition products.
- During COVID-19, Swisse had significantly increase in its online sales in China.

Sales on Alibaba's platforms (in RMB, 2020)

Feb.	79 million	+46.8%	YoY
Mar.	148 million	+63.3%	YoY
Apr.	112 million	+60.0%	YoY

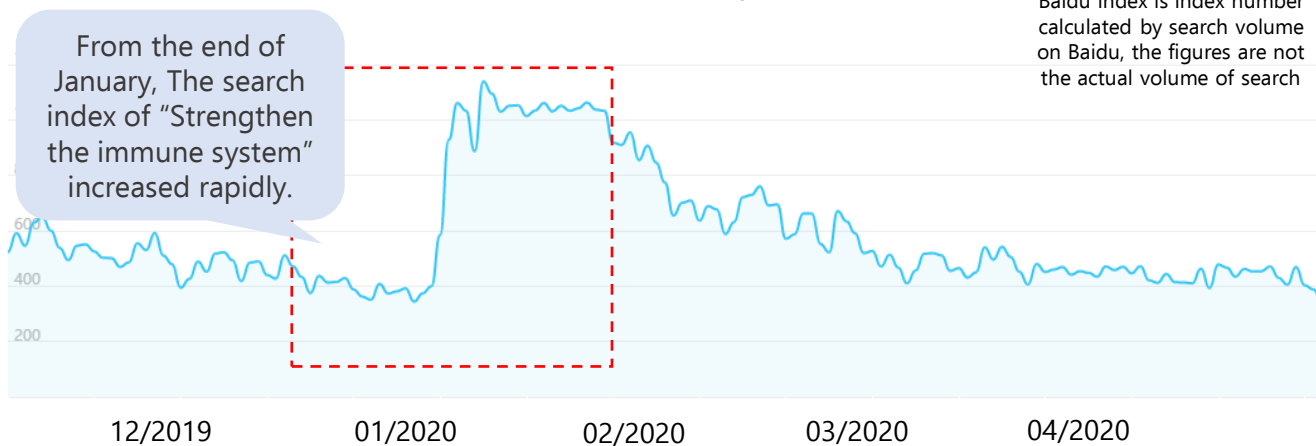
Source: Taosj (淘数据)

Covid-19 stimulated the sales of vitamins and health supplements (2/2)

Chinese consumers are more interested in vitamin and health supplements as COVID-19 increased their health awareness.

Baidu index “Strengthen the immune system”

(Dec. 1 2019 – May 1 2020)

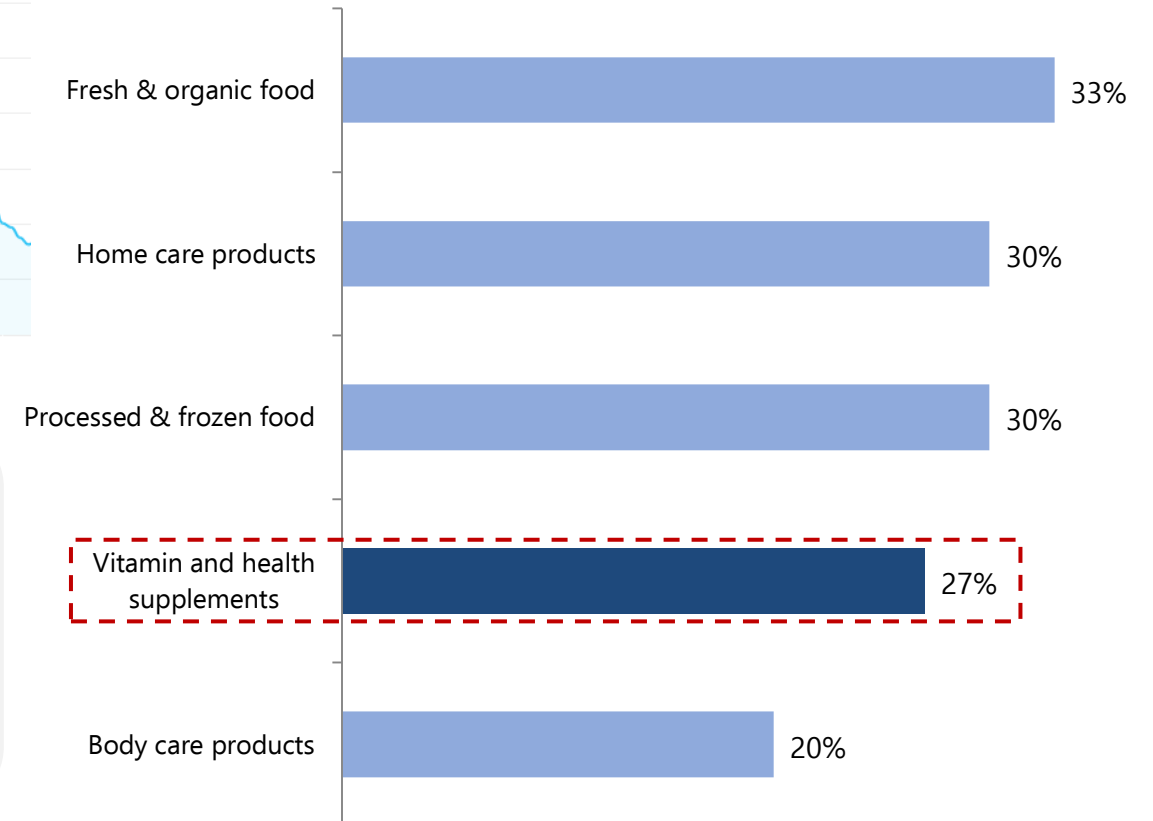


- Chinese netizens showed more interest in improving their immunity during the coronavirus outbreak in January 2020. Accordingly, health supplements that could improve immunity got more sales.
- More Chinese consumers have showed purchase intention on vitamin and health supplements since the epidemic increased their health awareness.

Source: Baidu index

What products will you buy more in the post-COVID-19 period?

(Chinese consumer confidence survey by BCG, N=2,884, May 2020)



Source: BCG (Boston Consulting Group)

Competition in the vitamin and health supplements market

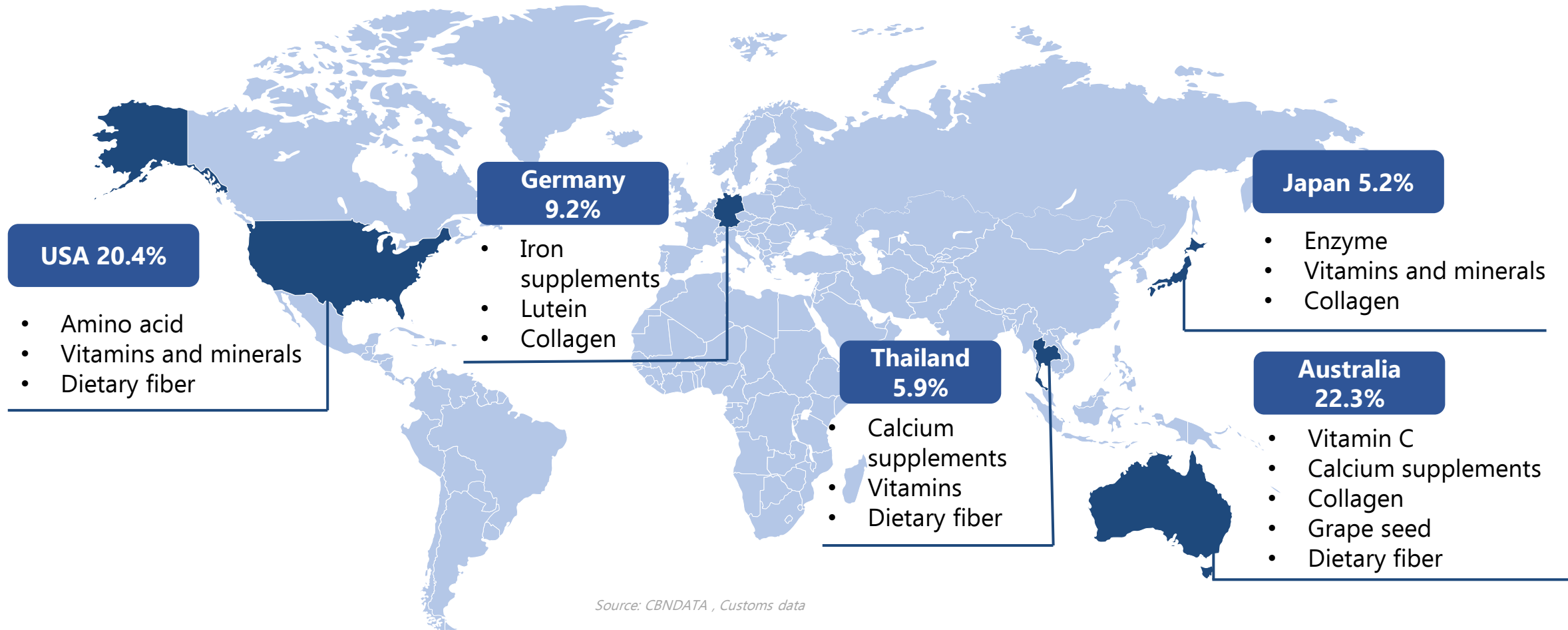


Health supplements from Australia and USA are the most popular in China

Australia and USA are the most important sources of health supplements for China's market. Their brands quickly seized China's health supplements market share by cross-border and social e-commerce.

Market share of China's imported health supplements by countries






(Top 5 countries, 2018)



Source: CBNDATA , Customs data

Top health supplements brands on Taobao & Tmall

Besides Chinese brands, Australian health supplements are the most popular in China's online market.

Brand names	LOGO	Units sold on Taobao & Tmall (May 2020)	Country of origin
By-Health (汤臣倍健)		584,960	China
Swisse		269,262	Australia
Conba (康恩贝)		215,218	China
Yangshengtang (养生堂)		76,227	China
Cenovis		61,834	Australia
Fancl		57,007	Japan
Centrum (善存)		42,389	USA
Jamieson		42,350	Canada
Blackmores (澳佳宝)		32,225	Australia
GNC		32,030	USA

BY-HEALTH: Building up a young and trendy brand image

By-Health is a well-known vitamin & dietary supplements brand in China, it offers most types of vitamin supplements.



Online distributions

Third-party platform



Offline distributions

Official stores:



Pharmacy & drug stores:



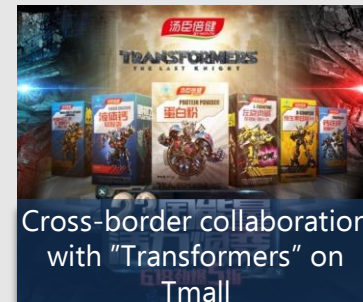
Online promotion:



Celebrity endorsement



Introducing ingredients via H5 campaign on WeChat



Cross-border collaboration with "Transformers" on Tmall

Offline promotion:



Building Science and technology museum



Building a smart pharmacy



Donating 10 million RMB to support and reward medical supplies during COVID-19

Rebranding By-Health into a young and modern image

- By endorsing young celebrities to attract young consumers and associate with younger personalities.
- Building science and technology museum, AI pharmacy and borrow Transformers' traffic to build a modern image.

Utilizing high tech to build high-end image

By-Health built a museum which can use AI and hologram technology to educate about nutrition science and provide health examinations. These activities help visitors understand their own health situation, then recommend By-Health's products.

BY-HEALTH is considered a trustworthy brand

BY-HEALTH's Collagen and Melatonin products win trust of many Chinese online consumers.

“

最近喝了汤臣倍健胶原蛋白口服液，喝完一个月感觉头发没有那么毛躁了。

Recently, I have taken BY-HEALTH's Collagen Liquid. My hair became smoother and softer after taking it for a month.



“

汤臣倍健的胶原蛋白软糖让我能够兼顾减肥和改善皮肤。

BY-HEALTH's Collagen gummies allow me to lose weight and improve skin condition at the same time.

“

汤臣倍健的褪黑素吃完一小时就想睡觉了，但是会让我做梦。
I felt sleepy one hour after I had taken BY-HEALTH's Melatonin. But it made me dream a lot.

“

汤臣倍健是一直以来都知道的老牌子，值得信任。
BY-HEALTH is an old and well-known brand, therefore it's trustworthy.



#汤臣倍健 #BY-HEALTH

#汤臣倍健褪黑素 #BY-HEALTH Melatonin

#汤臣倍健胶原蛋白 #BY-HEALTH Collagen

#汤臣倍健保健品 #BY-HEALTH Health Products



Swisse: Engaging with China's female consumers with multi channels

Swisse is a vitamin, supplement, and skincare brand from Australia, it is one of the most popular international health brands in China.



Online distribution

Third-party platform



Offline distribution

Official stores:



Pharmacy

Cosmetic chain



Online promotion:



Cooperating with KOLs in different fields



Celebrity created content on Douyin for audience engagement



Live streaming on Kaola

Offline promotion:



Australia-themed pop-up shops



Cross-border collaboration with a flower shop



(Color run: Five-kilometer paint race)

Building a youthful brand image to attract Millennials and GenZ

- Working with KOLs who are popular among young people to attract Chinese Millennials and GenZ.
- Incorporate into young consumers' social communities to engage with them by releasing content about new products.

Building a "healthy" and "natural" brand image.

Building immersive urban oasis pop-stores in malls.

Accurately targeting Chinese mothers

Cooperating with Flowerplus (a flower brand in China) to customize flower boxes with its health products on Mother's day.

Swisse holds a great reputation in China as a foreign brand

Weibo and Xiaohongshu users believe that Swisse is a reliable brand which provides effective products, however, inappropriate size of tablets and side effects have a negative impact on customers experience.



“Swisse葡萄籽的美白效果确实存在，两个月左右亲测黑皮变白皮。
The whitening effect of Swisse Grape Seeds does exist.
My skin color turns from tan to white within two months.

“Swisse护肝片真的蛮好用的，熬夜人士必备！
Swisse Liver Detox is really great. It's a necessary product for late sleepers!



“澳洲的保健品健康安全，我基本吃的都是Swisse的保健品。一是价格比较容易接受，二是这个品牌被比较多人推荐。
Australia's health products are healthy and safe. Most of time I take Swisse's health products. First, the price is acceptable. Second, the brand has been recommended by many people.



“Swisse的各种药片太大了，令人嗓子疼。
The size of Swisse's tablets is too big. My throat feels uncomfortable.

“吃了胶原蛋白片之后恶心想吐，我要把Swisse拉入黑名单了。
After taking Swisse Hair Skin Nails+, I feel sick and want to vomit. I will never buy Swisse products again.

#斯维诗 #Swisse

#Swisse葡萄籽 #Swisse Grape Seed

#Swisse保健品 #Swisse Health Products

#Swisse高浓度蔓越莓胶囊 #Swisse High Strength Cranberry

Conba: Enhancing a credible brand image with long history

Conba is a Chinese pharmaceutical enterprise, in addition to medicine it also produces health supplements.



Online distribution

Third-party platform



Offline distribution

Pharmacy



Online promotion



Filming nostalgic short videos



Sponsoring medical reality show on TV

Offline promotion



Doing charitable work

Keeping a credible image with a long-history brand

Conba is an old health supplement brand in China. Not like many other brands are trying to rejuvenate their image to have more young consumers. Instead, Conba consolidated the impression of reliable, experienced and authoritative among Chinese consumers.

Exhibiting social responsibility

Conba is devoted to building and strengthening a responsible image in public through charity work.

Conba is considered a cost-effective and reliable local brand

According to Weibo and Xiaohongshu users, Conba's health products are cost effective and palatable

“我吃过很多牌子的维C，对康恩贝牌维C的味道情有独钟。
I've tried vitamin C tablets from many brands. Conba's vitamin C is my true love because of its perfect taste.



“康恩贝的维C量多、便宜。
Conba's Vitamin C contains many pills and the price is cheap.

“比起欧缦丽的葡萄籽，国产的康恩贝葡萄籽成分差不多，而且价格更低，
Grape Seed of Conba, as a Chinese brand, contains nearly the same ingredients with Caudalie. But the price of Conba is lower.



“看了电视广告之后买了康恩贝的维E胶囊。我很喜欢这个胶囊金灿灿的颜色。个头也不是很大，方便下咽。
After watching TV commercials, I bought Conba's Vitamin E capsules. I like the gold color of this capsule very much. The size of it is not very big and easy to swallow.

#康恩贝 #Conba

#康恩贝维C #Conba Vitamin C

#康恩贝葡萄籽 #Conba Grape Seed

#康恩贝保健品 #Conba Health Products



Yangshengtang (养生堂): Precise marketing to target consumers

Yangshengtang is a large Chinese health care company, its business includes the manufacturing, fabricating, or processing of drugs and health supplements.



Online distribution

Third-party platform



Official website



Offline distribution

Pharmacy Cosmetic chains



Online promotion



Offline promotion



Focusing on night owls

Yangshengtang's online promotion targets people who have the habit of staying up late. The brand released content on social media and short video platforms about the harm of staying up late to health and attract those people to buy its health supplements.

Targeting Chinese parents

Yangshengtang launched activities in some Chinese schools, especially primary and middle schools to eventually reach out Chinese students' parents as they showed strong demands to buy health supplements for their children.

Yangshengtang is well known for its vitamin products

Weibo and Xiaohongshu users favor the additive-free feature of Yangshengtang's vitamin products, but some people dislike the smell of vitamin B.

“

养生堂就是做维生素C起家的，而且产品无添加，我比较相信这个品牌。
Yangshengtang started its business by selling Vitamin C and the products are additive-free, so that I trust this brand.



“

我一直在坚持吃养生堂的VE，效果还不错。
I have insisted on taking Vitamin E of Yangshengtang, and the effect is not bad.



“

养生堂的维生素B气味并不是很好闻，有一股很浓的药味。
The smell of Yangshengtang's vitamin B is not very pleasant. I can smell a strong odor of medicine.

“

吃了一年多的养生堂保健品，现在的抵抗力很好，体力也变好了。中国的东西不比外国的差。
After taking Yangshengtang's health products for more than half a year, my resistance is better and my physical strength has also improved. Chinese products are no worse than foreign ones.

#养生堂 #Yangshengtang

#养生堂维生素C #Yangshengtang Vitamin C

#养生堂维生素B #Yangshengtang Vitamin B

#养生堂保健品 #Yangshengtang Health Products

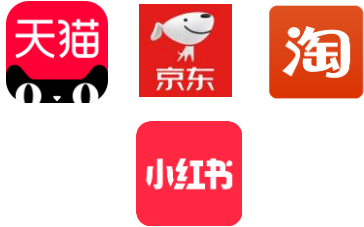
Source: Sample of Weibo & Xiaohongshu Posts | 2020 | CN

Cenovis: Young celebrity endorsements

Cenovis is a famous Australian health care product brand, it provides a range of over 60 health-related products, its vitamin supplements are popular in China.



Online distribution



Cross-border e-commerce



Offline distribution

No offline sales channels in China

Online promotion



Enhancing popularity with young celebrity endorsements

Cenovis is trying to raise its brand awareness and attract more young consumers through endorsing Chengyu Hua (华晨宇) who is popular singer in mainland China.

Popular among part of Chinese consumers even without many promotion activities

Cenovis doesn't frequently launch promotion activities or advertising in China. However, the brand still has some of the younger consumers by cross-border e-commerce platforms for its good quality and reputation.

Cenovis health products are cost-effective

Chinese online shoppers praise Cenovis health products for its good taste, quick effect, and nice appearance.

“Cenovis的维生素包装很好看，是我喜欢的绿色。
The packaging of Cenovis' vitamin is great. I like green color.



“吃了Cenovis熬夜BB丸几天后感觉身体不那么乏力，睡眠质量提高了。嘴角的小水泡治愈得蛮快的。
After taking Cenovis Mega B for a few days, I feel less tired and my sleep quality improves. The small blister on my mouth healed quickly.



“Cenovis维C片性价比很高。一瓶有300颗，可以吃很久。
Cenovis Sugarless C is cost-effective. There are 300 tablets in a bottle. It will take a long time to take them all.



“Cenovis维C片是我吃过的维C片里最好吃的。浓浓橘子味，味道是酸酸甜甜的，也不会硬邦邦咬不动。
Cenovis Sugarless C tablets are the best of the vitamin C tablets I have ever taken. With strong orange flavor, the tablets taste sweet and sour and it's not hard to take.

#萃益维 #Cenovis

#Cenovis熬夜BB丸 #Cenovis Mega B

#Cenovis维C咀嚼片 #Cenovis Sugarless C

#Cenovis保健品 #Cenovis Health Products



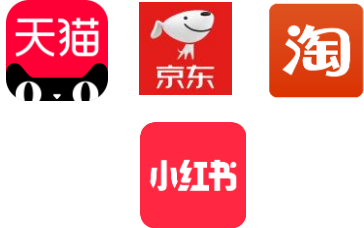
FANCL: Focusing on social media promotion

FANCL Corporation is a Japanese cosmetics and dietary supplements company, it is known in China for its skincare products at the beginning. Now, its dietary supplements has gradually become popular among Chinese consumers



Online distribution

Third-party platform



Cross-border e-commerce:

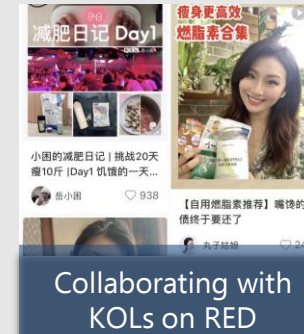


Offline distribution

Official stores:



Online promotion



Offline promotion



Heavily relying on user generated content

The rise of Fancl health supplements in China was attributed to video platforms and online social communities, such as Red and Bilibili. Many KOLs and consumers shared their feelings about Fancl's health supplements, which helped boost its publicity in the Chinese market quickly.

The additive-free feature of FANCL is popular

Weibo and Xiaohongshu users think FANCL's health products are safe and guaranteed because they are additive-free.

“ 我吃芳珂维生素一个月，感觉免疫力明显增强了！
I've taken FANCL's Vitamin B for one month, and
I feel that my immunity has obviously improved!



“ 我开始吃第三袋FANCL美白丸了，感觉手部变化最大，连也有变白但是不明显。目前没有任何不良反应，我打算继续坚持。
I've started to take the third bag of FANCL White Force pills. I felt an obvious change on my hands and a less obvious change on my face. Since there is no adverse reaction till now, I decide to continue taking those pills.



“ FANCL 钙片价格便宜，可以长期服用，平均每个月只要花20元。
FANCL Calcium tablets are cheap and can be taken for a long time, with an average cost of only 20 yuan per month.

“ FANCL家主打无添加，吃了比较放心，自己和家人都常吃他家的维生素。
FANCL focuses on additive-free products, so it's safe to take their health products. My family and I often take FANCL Vitamins.

#芳珂 #FANCL Health Science

#芳珂维生素 #FANCL Vitamin

#芳珂美白丸 #FANCL White Force

#芳珂保健品 #FANCL Health Products



Centrum: Multiply presence to reach potential consumers

Centrum is an American health care brand and it offers a range of multivitamins specifically formulated to include the essential vitamins and minerals.



Online distributions

Third-party platform



Offline distributions

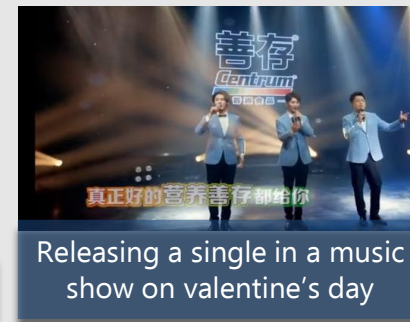
Official stores:



Supermarket Cosmetic chain



Online promotion:



Offline promotion:



Accurately targeting children and office workers

- Products placement in the movie Go Lala Go's (a popular Chinese movie about office and career) to build up Centrum's reputation among Chinese office workers.
- Centrum also sponsored parent-child programs, and developed children carnival to expand target population.

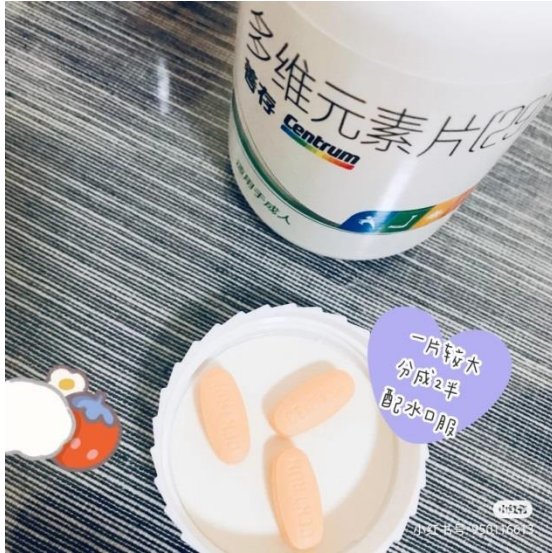
Brand Rejuvenation

Utilizing the image of Joker Xue (薛之谦, a famous Chinese singer and actor) in public to change brand's perceptions into young, funny and approachable.

Centrum's multivitamin products have high popularity online

Centrum has strong brand awareness among Chinese consumers for its multivitamin products, but some people dislike the design of bottle and the size of tablets.

“善存维生素的瓶子太难拧开了。
It's too difficult to open the bottle of Centrum
Multivitamin supplement.



“善存复合型维生素一粒搞定，很方便！
Centrum includes multiple vitamins in one tablet.
It's really convenient!

善存®
Centrum®

“善存这个牌子即使在老年人群体里也有较高的认可度，
我给妈妈买了之后不用说服她吃。
Centrum is well-recognized even among the elderly
group. After buying it for my mother, I don't have to
convince her to take it.

#善存 #Centrum

#善存保健品 #Centrum Health Products

#善存多维元素片 #Centrum Multivitamin tablets

#善存复合维生素 #Centrum Multivitamin Supplement



“多维元素片味道不太好，药片偏大。
Multivitamin tablets do not taste good and they
are too large.

Source: Sample of Weibo & Xiaohongshu Posts | 2020 | CN

Jamieson: Promote products by leveraging festivals and major events

Jamieson is a top Canadian vitamin brand, it offers a variety of natural health products for consumers.



Online distribution

Third-party platform



Cross-border e-commerce



多善海外专营店
精选北美家庭保健品牌



Offline distribution

Official stores



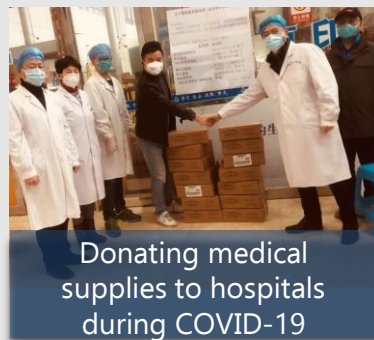
Pharmacy



Online promotion



Offline promotion



Leveraging festivals to promote products

Jamieson is good at connecting products' function with festivals to increase its sales in China. For example, on Mothers' day, Jamieson recommended products with functions to help mothers during different stages in life.

Building a positive and authoritative image

- During the epidemic, Jamieson donated many medical supplies to present its social responsibility.
- During the Canadian SME Forum, Justin Trudeau, Canadian Prime Minister, visited Jamieson and claimed that he took Jamieson when he was a child.

Jamieson is recognized as a top Canadian nutrition brand

Jamieson wins trust of Chinese online consumers because of its international reputation, good taste and KOL's recommendation. Its high-end image already became deeply rooted in people's mind.



看了网红博主的推荐买了健美生的保健品。益生菌才吃了一天就很有效果，改善肠胃问题。
After seeing KOL's recommendation, I've bought Jamieson's health products. Jamieson's Probiotic only takes one day to be effective and it helps to improve my intestinal health.

健美生草莓味的益生菌很好吃。
Jamieson's Strawberry flavored chewable probiotics are very delicious.

健美生维C片味道酸酸甜甜，和吃橘子一样。
Jamieson's Vitamin C tablets taste sour and sweet, just like oranges.



保健品要买国际大牌才有保障。我了解过健美生，是加拿大第一营养品牌，世界第一维生素品牌。
Health products of international big names are more trustworthy. I have known that Jamieson is Canada's No.1 nutrition brand and the world's No.1 vitamin brand.

#健美生 #Jamieson

#健美生维生素 #Jamieson Vitamin

#健美生益生菌 #Jamieson Probiotic

#健美生保健品 #Jamieson Health Products



Source: Sample of Weibo & Xiaohongshu Posts | 2020 | CN

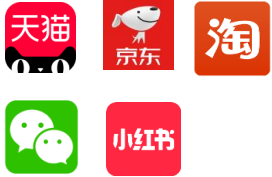
Blackmores: Marketing to health-oriented white collar workers

Blackmores is an Australian health supplements company, its products cover most kinds of health supplements.



Online distribution

Third-party platform



Cross-border e-commerce

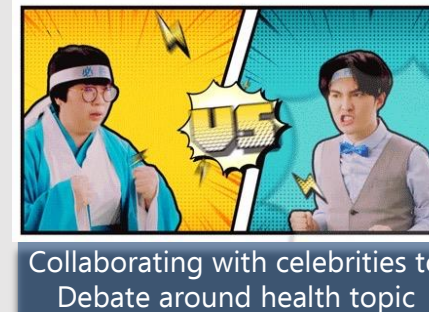
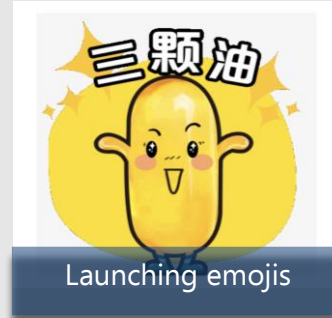


Offline distribution

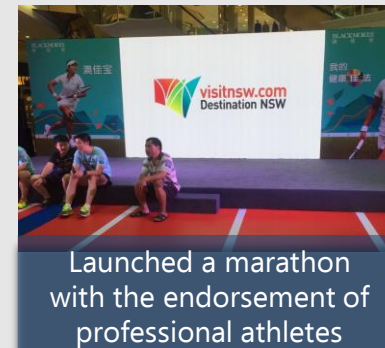
Cosmetic chain



Online promotion



Offline promotion



Targeting office workers

Blackmores launched a Weibo hot topic named #都市夜补计划# to engage with Chinese office workers who work overnight.

Leverage the wave of debating in China

In 2017, debating was prevalent in China due to a famous show named Qi Pa Shuo (奇葩说). Blackmores collaborated with two celebrities from this show to have a debate of health.

Endorsements from the top Chinese athletes

Blackmores also work with famous Chinese athletes such as Li Na (李娜, tennis player) to enhance its energetic and healthy image.

Eye and skin supplements of Blackmores were widely-admired

Insolar and Fish oil are the most discussed products on Weibo and Xiaohongshu.

澳佳宝是澳洲的知名品牌，鱼油是他们家的明星产品，我每次都直接买五瓶。
Blackmores is a well-known brand in Australia, and fish oil is their star product. I buy five bottles each time.



澳佳宝鱼油分好几种类型，我买了小颗没有腥味的。比较好入口，但也贵一点。
Blackmores' fish oil has different types. I chose small ones without fishy smell. It's easy to swallow, but the price is a little expensive.



澳佳宝的烟酰胺对控油有一定改善。提亮肤色效果很明显，这一点超惊喜！我皮肤的状态在越来越好。
Blackmores' Insolar helps to control skin oil. The effect of brightening skin colour is obvious and this is a big surprise for me! My skin condition is getting better.

我吃完澳佳宝的烟酰胺长了很多汗毛。
After eating Blackmore' Insolar, I have excessive hair on my arms.

#澳佳宝 #Blackmores

#澳佳宝鱼油 #Blackmores Fish Oil

#澳佳宝烟酰胺 #Blackmores Insolar

#澳佳宝保健品 #Blackmores Health Products



GNC: Targeting post-90's generation

GNC is an American company selling health and nutrition related products, including vitamins, supplements, minerals, herbs, sports nutrition, diet, and energy products



Online distribution
Third-party platform



Official website



Cross-border e-commerce



Offline distribution

Official stores:



Online promotion:



Video bloggers filmed comedies around the topic of preserving health

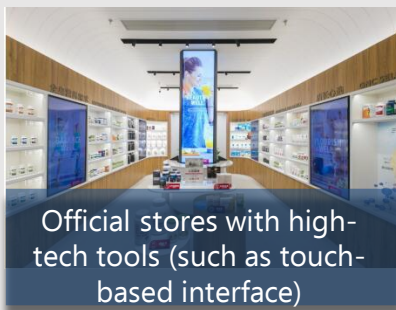


Sponsoring talk show



Cooperating with KOLs for promotions on Weibo

Offline promotion:



Official stores with high-tech tools (such as touch-based interface)



Pop stores for attracting consumers to take selfies



Posters in gyms to promote work out supplements

Promoting "Health preservation" to the post-90's generation

Since more Chinese young generations (under 20-30 years old) start to have strong health awareness, GNC' promotion activities were developed around the health preserving of post-90s generation (20-30 years old).

Encouraging consumers to post content about GNC on social media.

Building a trendy pop store to attract consumers to take selfies and post photos online. This way, GNC got free online advertising among a wide audience.

GNC has a reputation of skin brightening in China

Weibo and Xiaohongshu users purchase and trust GNC's health products because GNC is one of the largest health product brands in the United States.



“美国朋友给我推荐了GNC这个品牌。我妈妈吃了四瓶GNC的葡萄籽，脸上的斑淡了很多，肤色比以前更白了。
My American friend recommended GNC to me. My mother has taken four bottles of GNC Grape Seeds. The spots on her face are much lighter and her skin color became whiter than before.



GNC
LIVE WELL

“我的保健品基本都是GNC。GNC是美国最大保健品品牌，权威又保障，价格也实惠。我喜欢它的高成分浓度。而且专柜距离我家很近，购买方便。
I always buy GNC's health products. It is the largest health products brand in the United States, therefore it's authoritative and reliable. GNC offers products with affordable prices. I love its high concentration of ingredients. The sales counter is also very close to my home, so it is convenient to buy.

#健安喜 #GNC

#GNC葡萄籽 #GNC Grape Seed

#健安喜保健品 #GNC Health Products

#GNC美白三巨头 #GNC Whitening Products

“使用了GNC的美白三巨头后，晒黑的皮肤会变白，皮肤会变亮。
After taking GNC's Whitening Products, my tanned skin becomes whiter and brighter.

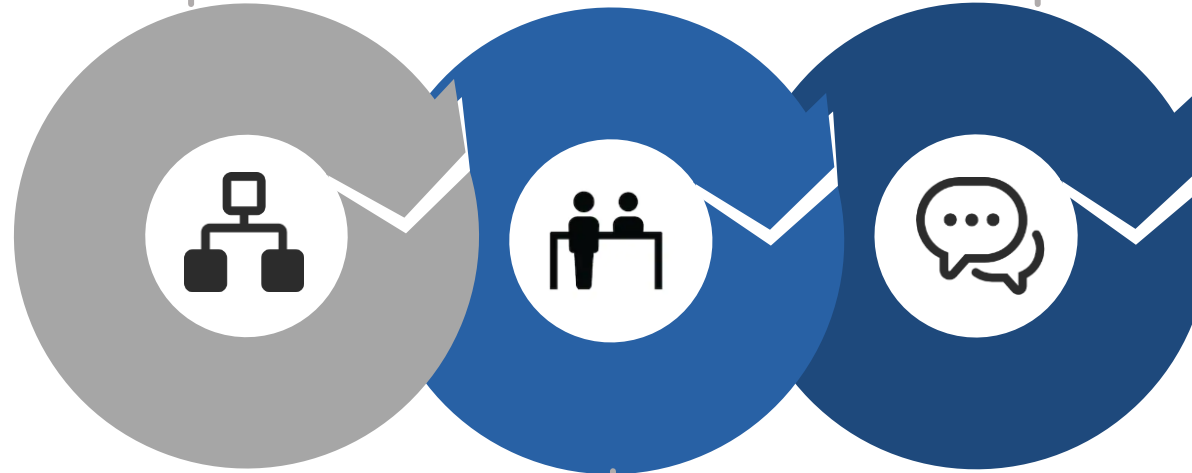
“GNC号称不含激素，这点让我比较放心。
GNC claims to be hormone-free, which makes me feel safe.



Marketing strategies commonly-used by health supplements brands in China

Using multiple channels to reach Chinese consumers

- Building both online and offline distribution channels, including self-operated stores (offline and online) and third-party platforms.
- Many brands use offline marketing activities like sport events and pop-up stores to interact with Chinese consumers.



Leverage social media to get Chinese consumers' insights

Enhance communication with consumers based on their comments on the Chinese social media (such as Red and Weibo), which can have a good understanding of consumer characteristics, the consumption level and SKU preference.

Marketing to the right consumers






In order to further expand their business in China, many health supplements target specific groups, such as young people who stay up late, couples who have children and white-collar workers who have a lot of work pressure. They usually have strong demands for improving health and they are willing to buy health supplements.

Chinese consumer preferences





Where Chinese consumers first research health supplements

Chinese consumers can easily get a large amount of information about health supplements and vitamins from both online and physical channels.

WHERE to find information about vitamins and health supplements

ONLINE				PHYSICAL
Search engines	Professional websites	Knowledge sharing platforms	E-commerce platforms	Friends, Physical stores
	<p>Websites talk about health supplements and vitamins, offering instructions and product info.</p> 	<p>There are 5,872 questions about vitamins on Zhihu.</p> 		

HOW the information is delivered

ONLINE				PHYSICAL
Text & visual Descriptions on brand web	Videos on social media	Discussions	Product reviews	Word-of-Mouth, sales assistant
		<p>'Q: "Are multivitamins suitable for male vegetarians?" on Tmall.</p> <p>Q 男士复合维生素片适用于素食者吗?</p> <p>A 男士复合维生素片适用于素食者。</p>		

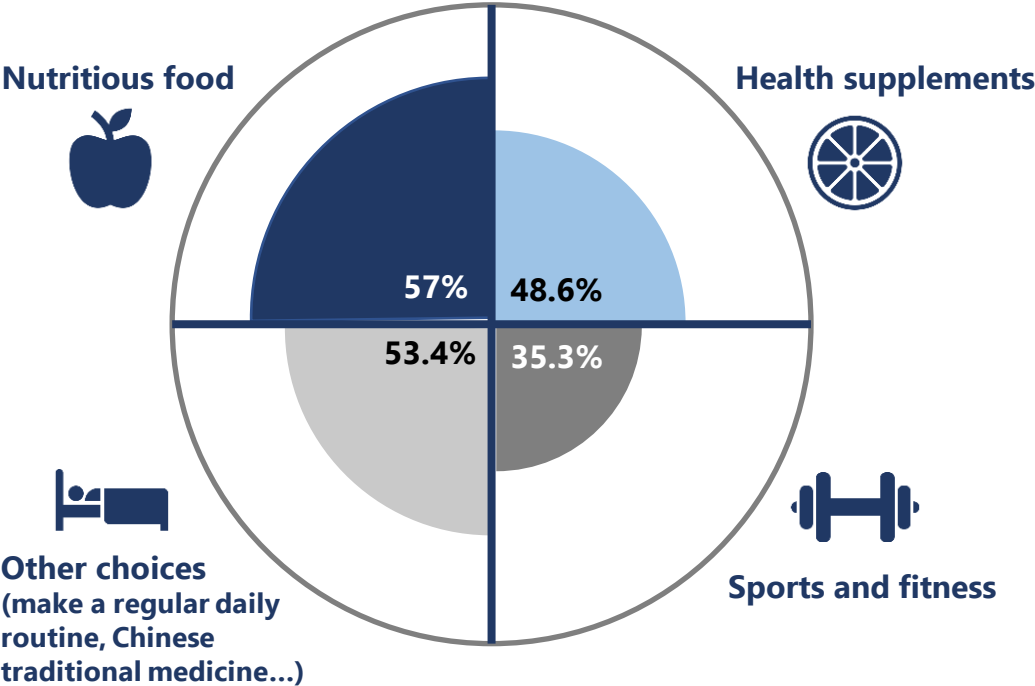
Many Chinese see health supplements as a part of a healthy life

Health supplements are an important option for Chinese consumers who want to improve health. Most consumers buy health supplements for under 150 RMB on e-commerce platforms, which means high-end products are popular among a small group.



What are your choices to improve your health condition

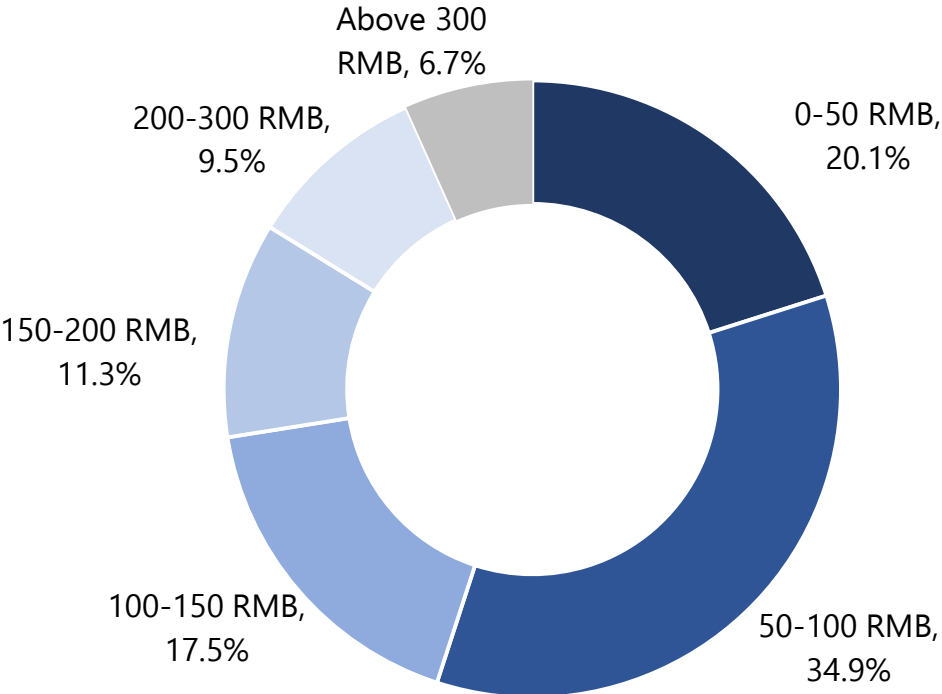
(Online survey of iimedia, multiple selections allowed, N=2,178 health-related products consumers, 2019)



Source: iiMedia

Price distribution of health supplements on Taobao & Tmall by sales volume

(May 2020)

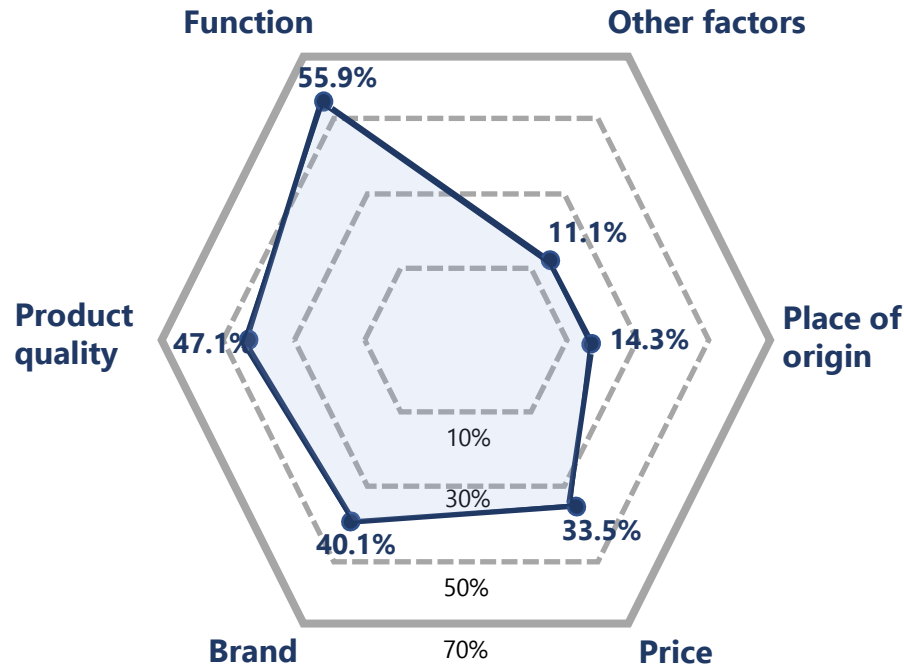


Source: Taosj (淘数据)

The core drivers of purchasing health supplements

Factors that Chinese consumers consider when buying health supplements

(Online survey of iimedia for health supplements consumers, 2019)



Source: iimedia



Social listening: Main drivers of purchasing health supplements

Effectively relieve fatigue

“为了缓解视疲劳，可能手机看多了，我也开始吃保健品了。
I probably spend too much time on my phone, in order to reduce fatigue, I started to take health supplements.

Skin whitening

“平常摄入蔬菜少的话可以补充维生素C+E，以及葡萄籽，搭配吃可以美白。我大学的时候就是靠吃维生素美白。
If you eat less vegetables, you can have some vitamin C and E and grape seeds supplements. They are good for skin whitening. I had a lot of vitamins for skin whitening at college.

Supplement nutrition

“对于一些特殊人群，比如孕妇和老人需要补钙；经常熬夜，经常喝酒的人也是非常需要补充VB。
For special groups, such as pregnant women and the elderly, need calcium. People who drink a lot of alcohol need vitamin B.

Enhance immunity

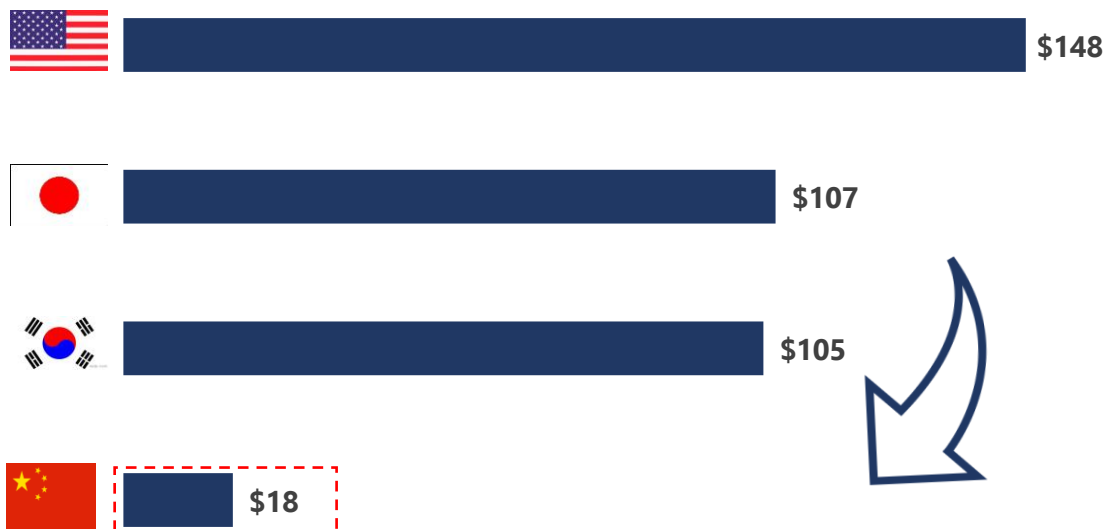
“最近疫情闹得这么凶，外面可以买到的蔬菜水果品类又少，所以像我这种易感体质必须增加一点营养补充剂来增强免疫力
Because of the pandemic, there are less fruit and vegetables available. Therefore, people like me who are likely to catch a cold need some health supplements to enhance immunity.

Source: Sample of Weibo & Zhihu Posts

The core obstacles of purchasing health supplements

Annual per capita expenditure on health supplements by country

(2019)



There is still a large gap between China and developed countries in per capita consumption of health supplements. However, the market is now growing very fast as COVID-19 stimulated the consumption about health in China.

Source: chyxx (中国产业信息网)



Social listening: Main obstacles of buying health supplements

High price

再也不买保健品了，贵是贵得要死，作用是没有，处方药它不香吗？

Will never buy health supplements any more. They are too expensive and useless. Isn't medicine enough for us?

Low effect

吃了一个月的保健品，效果约等于无

I have been taking health care products for one month but there is little effect.

Side effects

本人被推销过保健品吃后留下了很多后遗症，胃就没有好过。事实证明根本不靠谱。

I was recommended to take health supplements, but there were a lot of side effects and my stomach never felt good again.

Bad reputation

网上保健品的负面新闻太多了，感觉国内保健品的名声已经被败坏了。

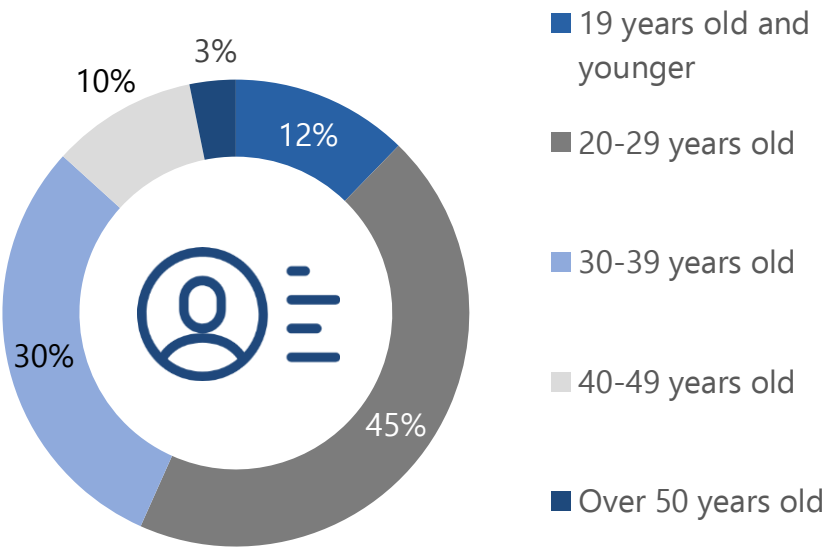
There are too many negative online news about health supplements. I feel that the reputation of domestic health care products have already been destroyed.

Source: Sample of Weibo & Zhihu Posts

Post-90s gradually become the main force of vitamin consumption

Chinese consumers aged 20-29 are more inclined to try new things to maintain health.

Age distribution of people who searched "vitamin" on Baidu
(May 2020)

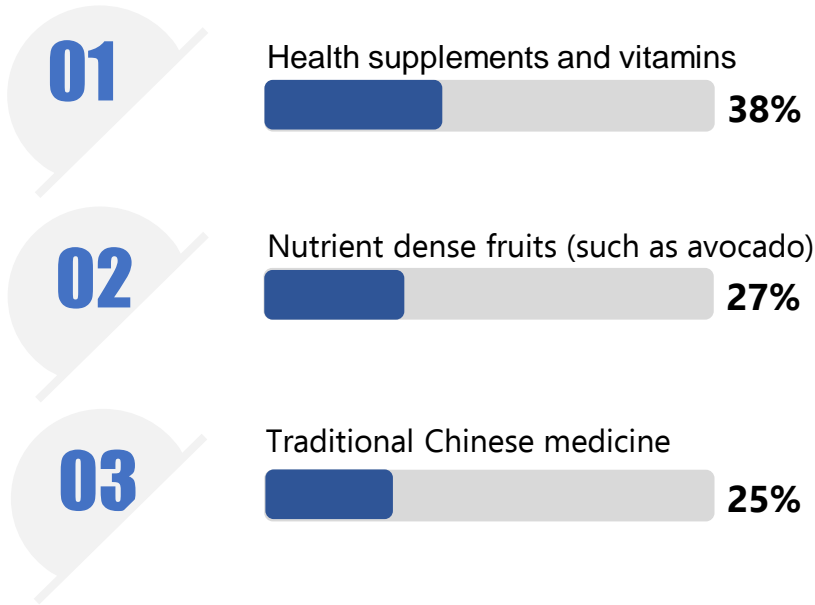


Source: Baidu index



Top 3 health-related products purchased by Chinese post-90s (20-29 years old)

(Online survey by Analysys in Sep. 2019)



Source: Analysys (易观)

4

Healthy lifestyle trends in China



How healthy lifestyles have integrated into Chinese daily lives

What does a healthy lifestyle mean to Chinese people?



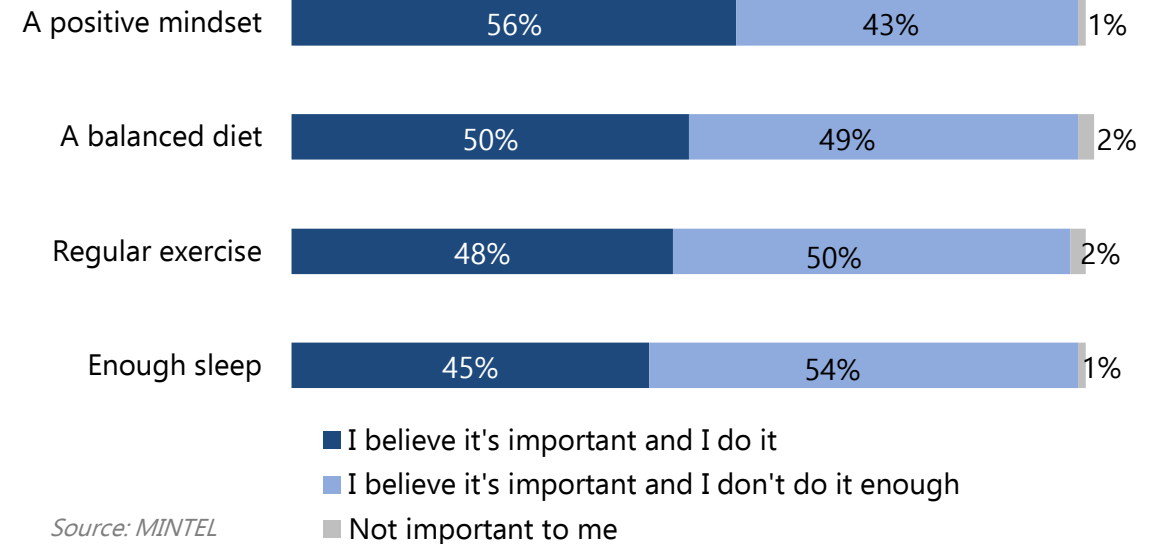
Physical and mental health

No physical illness, positive mental health, good social life and morality

For Chinese people, physical health is not enough. They have to face greater kinds of pressure in daily lives. Therefore, how to help consumers relieve mental pressure and maintain happy mood is an important sales point for all health-related brands in the Chinese market.

Important factors of a healthy life

(Online survey by MINTEL, N=3,000, 2019)



Source: MINTEL

- People's requirements for health are constantly strengthening. Chinese consumers gradually realized the close connection between health and lifestyle. Therefore, they began to achieve health goals through the care of details in daily lives.
- However, the rise of social media has created more confusion for consumers, such as what is the correct statement and what brand is trustworthy. Under such circumstances, consumers lack a sense of self-control over their lifestyle.

Healthy food is a key part of the healthy lifestyle in China

healthy food plays a significant role in Chinese people's healthy lifestyle. Chinese people prefer healthy food that is easy to prepare and share, having strong effects for physical health, low sugar and fat.

What health-related products you like to buy

(Online survey of DXY, N=53,335, 2019)



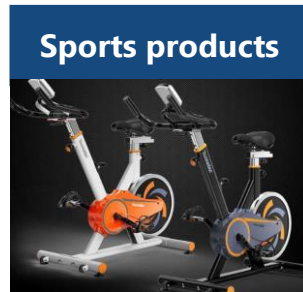
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46%



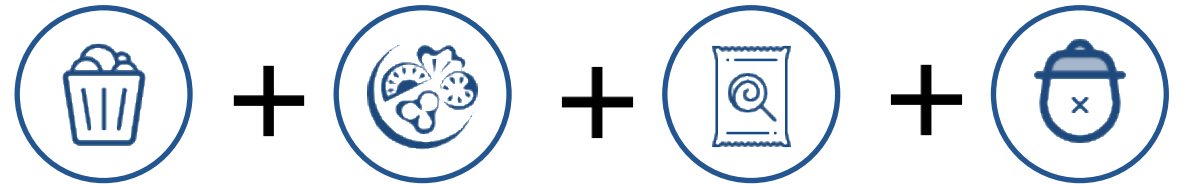
45%



42%

Source: DXY (丁香医生)

The main features of healthy food favored by Chinese consumers



A: Ready to eat

A

Chinese consumers like healthy food that is easy to prepare and share. So that they can eat anytime and anywhere. In order to adapt consumers' demand, many brands offered cooked healthy food.

B

Chinese consumers usually have very diversified needs for the effects of healthy food, **like improving immunity and digestion**. Thus, develop a variety of healthy food that can meet consumers' different needs is important.

C

Chinese consumers prefer **convenient packaging to make healthy food easy to carry and share**. Therefore, healthy snacks are more popular. Such as nuts, the market size of nuts in China reached 162 billion RMB with 10% YOY in 2018.

D

0 added sugar, 0 added fat food is the top choice for Chinese people who want to lose weight or gain muscle. In the mean time, exercise is becoming more popular with Chinese people. So, "0 added sugar and 0 added fat" has been considered as an important feature of healthy food.

The Chinese gen-z: the new force of healthy food consumption

The Chinese gen-z show strong interest in healthy food and they are more easily affected by social media. Their consumption of healthy food is usually driven by the recommendations from KOLs and friends.



Keywords of healthy food for the Chinese gen-z



Top 5 healthy F&B preferred by Chinese gen-z



The Chinese gen-z's trendy health care



Punk-style health care

&

Buddhist health care



Punk-style and Buddhist health care refer to the Chinese gen-z with irregular lifestyles while adopting a casual approach of health maintenance without specific plans.



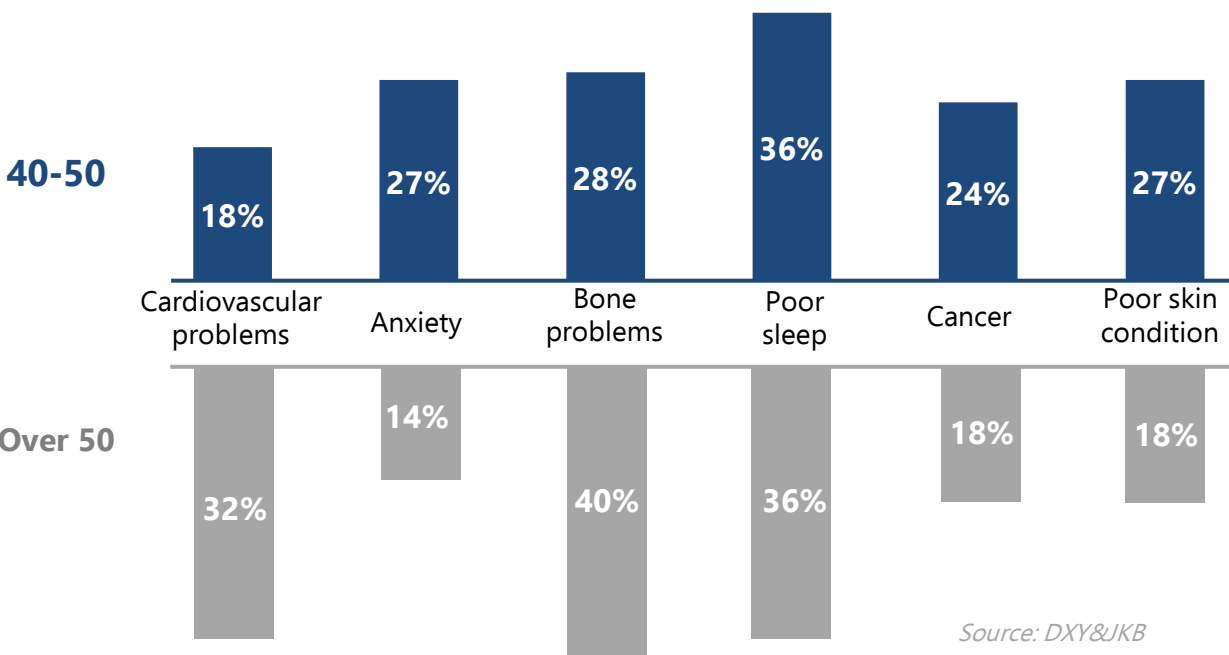
- Kols drive new trends of Chinese gen-z's health consumption. A star recommended a health tea for staying up late in her direct broadcasting room and sold more than 30,000 items at once.
- Soaking goji berries (AKA wolfberries) in hot water is popular among gen-z because of song lyrics of a Chinese pop-group.

Source: CBNDData

Elderly increasingly demand healthy food



Health problems of people aged over 40 (2019)



Source: DXY&JKB

According to DXY&JKB's online survey in 2019, Chinese middle-aged people and seniors are mainly plagued by bone, sleep and cardiovascular problems. Therefore, healthy food and supplements with related effects are gradually popular in China.



Healthy food targeting major health problems of old people on Tmall



Fish oil capsules

Main function:
Prevention of cardiovascular disease and vision loss.

Monthly sales:
more than **10,000** items



Health biscuits

Main function:
No added sugar, so diabetics can eat.

Monthly sales:
more than **15,000** items

Source: Tmall

Key takeaways

People under 30 are the key customers for many brands

1

Many health supplements brands aim to build a youthful brand image to reach out more young consumers in China. They frequently used young KOLs and actors as spokespersons. At the same time, Baidu index analysis shows young Chinese consumers have the most interest in vitamins and health supplements.

Skin health is a top concern of Chinese vitamin consumers

2

More and more Chinese people are bothered by skin imperfections. Because of local beauty standards, skin whitening is an important driver for Chinese women to take vitamins. Therefore, some health supplements launched products targeting skin problems and received positive feedback from Chinese consumers.

Covid-19 stimulated the desire for the vitamins consumption in China

3

The COVID-19 outbreak brought great attention to physical health, Chinese people showed strong demands on vitamins and health supplements that can enhance their immunity.

Physical and mental health are both important for Chinese people

4

Many Chinese people are eager to have both physical and mental health. Therefore, in addition to promoting physical health, how to help consumers relieve mental pressure is also an important sales point for all health-related brands in the Chinese market.

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