

TMC Group



CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market

June 2023 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.

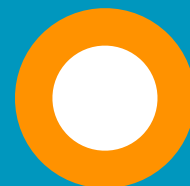
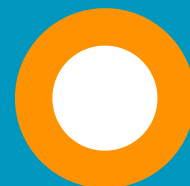
If you have more specific data research or information requirements, please reach out and [Contact Us](#).

TMO's Monthly Health Supplements Data Pack Series

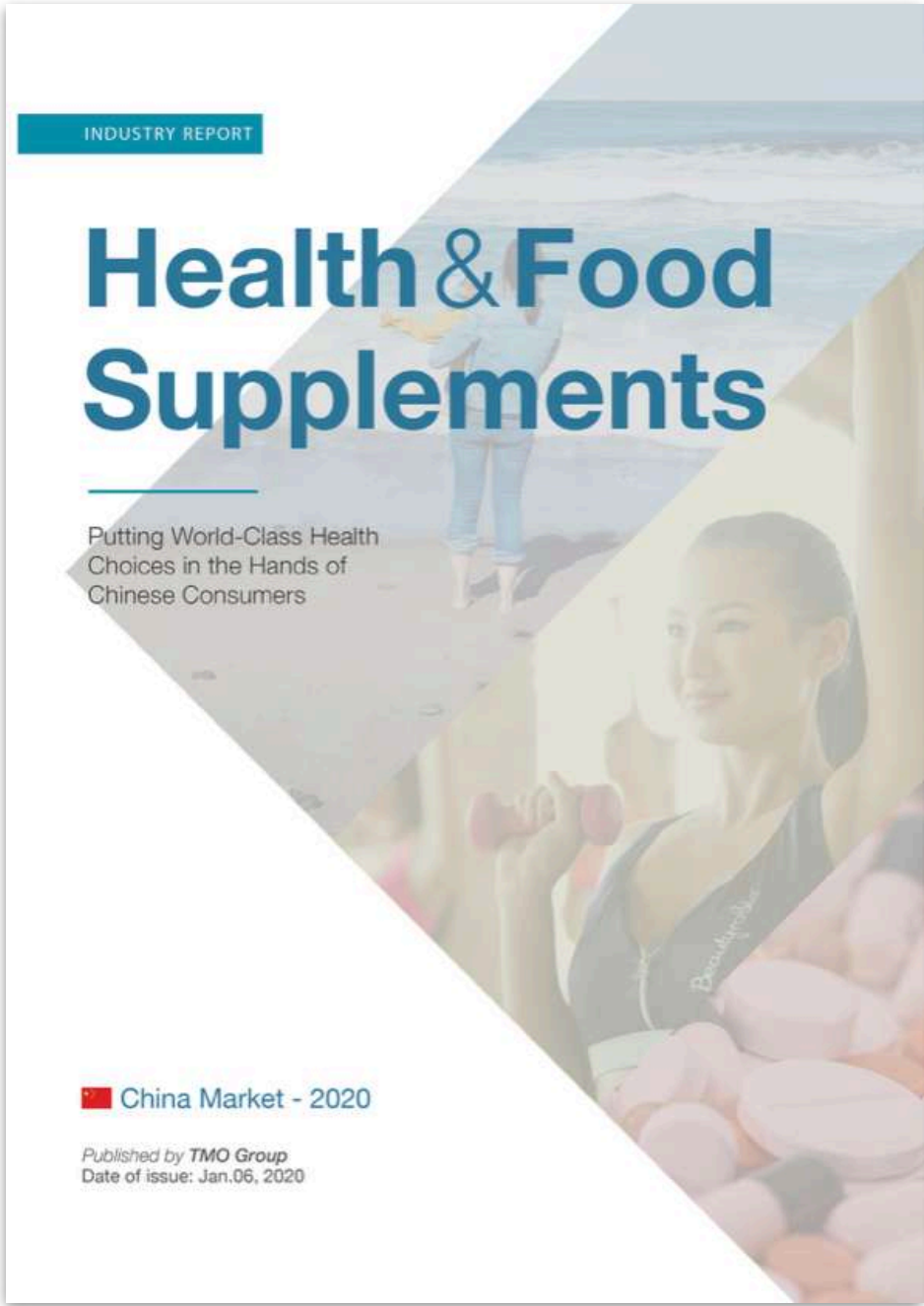
Starting in March 2020, each month TMO compiles data from Alibaba's family of eCommerce platforms (including Taobao, Tmall, Tmall Global, and Tmall Supermarket) regarding sales of Health Supplements both domestically and across borders. This data is presented in a form that's easier for English-speaking overseas companies and individuals to approach, with an array of charts and tables as well as translated terms.

To download previous months' data packs of 2023, click on the relevant month below. For 2022 data packs, visit our data pack download page at <https://www.tmogroup.asia/downloads/2022-china-health-supplements-market-data-packs/>

[Jan 2023.](#) [2023.02](#) [2023.03](#) [2023.04](#) [2023.05](#)



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.

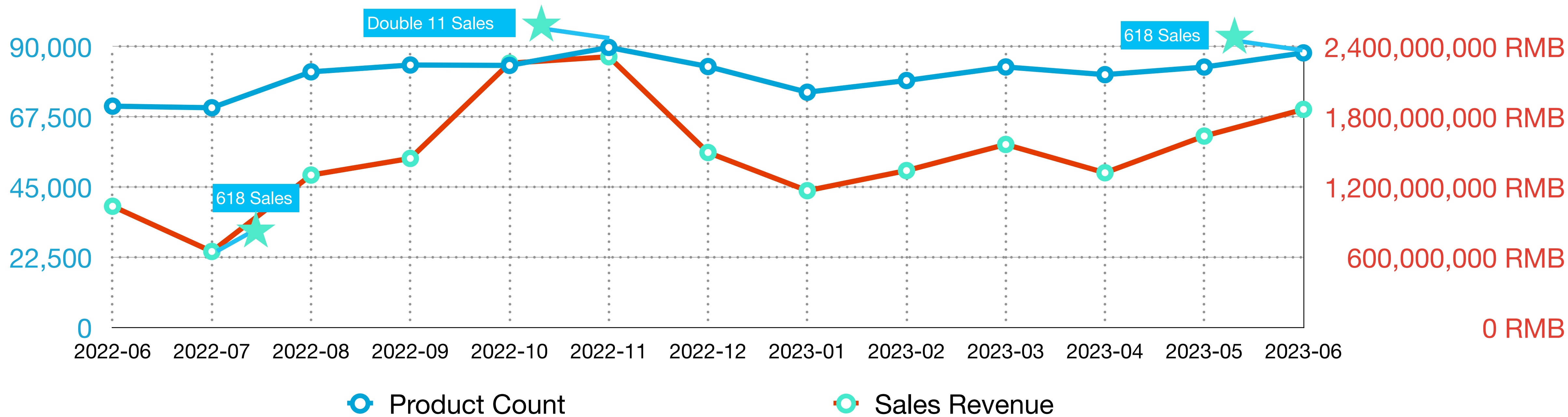
For more TMO guides and reports, visit <https://www.tmogroup.asia/resources/>

OVERSEAS FOOD & SUPPLEMENT MARKET

2023.06

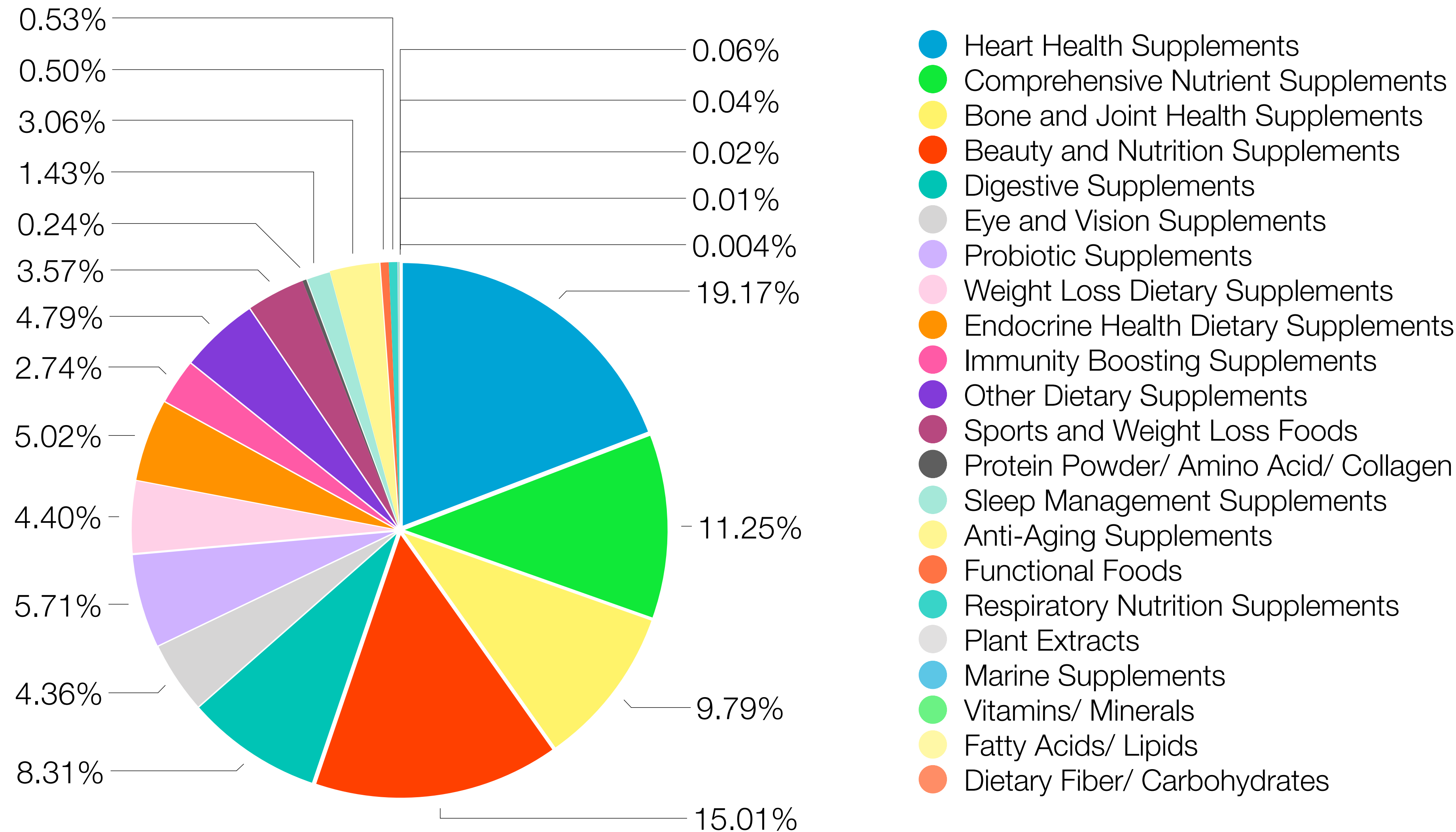
Sales Revenue: 1,863,893,992.24 RMB	Sales Volume: 9,023,662	Market Share: 49.64%
Product Count: 88,005	Store Count: 3519	Brand Count: 2,962

Historical data 2022.06 - 2023.06



*Data was collected at beginning of June 2023, under the “Food -> Food Supplement -> Overseas Food & Supplements” sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

SUB-CATEGORY MARKET SHARE



*Ranked by monthly sales revenue

TOP 5 BEST-SELLING PRODUCTS



NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
<p>【自营】Swisse娘娘钙柠檬酸钙孕 妇钙男女中老年补钙</p> <p>Sub-category: Calcium Brand: Swisse Average Deal Price:1 03.72 RMB Sales Revenue: 9,426,184.48 RMB Sales Volume: 90,876</p>	<p>Swisse斯维诗护肝片净肝水飞奶 蓟草熬夜养肝男女官方旗舰店</p> <p>Sub-category: Thistle Brand: Swisse Average Deal Price: 136.99 RMB Sales Revenue: 10,982,306.58 RMB Sales Volume: 80,168</p>	<p>【自营】【直播专享】Swisse斯维 诗奶蓟草片护肝片熬夜必备水飞蓟</p> <p>Sub-category: Thistle Brand: Swisse Average Deal Price:157.16 RMB Sales Revenue:11,002,200.14 RMB Sales Volume:70,006</p>	<p>Swisse斯维诗娘娘钙柠檬酸钙片 孕妇女性中老年补钙澳洲维生 素k2</p> <p>Sub-category: Calcium Brand: Swisse Average Deal Price: 160.24 RMB Sales Revenue: 8,455,461.46 RMB Sales Volume: 52,765</p>	<p>健安喜GNC充电包每日营养包美 国男性综合复合维生素矿物质保 健品</p> <p>Sub-category: Multivitamin/Mineral Brand: GNC Average Deal Price: 180.76 RMB Sales Revenue: 9,247,411.44 RMB Sales Volume: 51,156</p>

*Ranked by monthly sales volume

*Average deal price = Sales revenue / Sales volume

TOP 5 BEST-SELLING PRODUCTS



NO. 1	NO. 2	NO. 3	NO. 4	NO. 5
<p>【买2送1】 美国进口南极磷虾油高含量升级omega-3呵护血管中老年</p> <p>Sub-category: Krill oil</p> <p>Brand: Reaps</p> <p>Average Deal Price: 1,590.01 RMB</p> <p>Sales Revenue: 21,183,751.64 RMB</p> <p>Sales Volume: 13,323</p>	<p>【自营】【直播专享】Swisse斯维诗奶蓟草片护肝片熬夜必备水飞蓟</p> <p>Sub-category: Thistle</p> <p>Brand: Swisse</p> <p>Average Deal Price: 157.16 RMB</p> <p>Sales Revenue: 11,002,200.14 RMB</p> <p>Sales Volume: 70,006</p>	<p>Swisse斯维诗护肝片净肝水飞奶蓟草熬夜养肝男女官方旗舰店</p> <p>Sub-category: Thistle</p> <p>Brand: Swisse</p> <p>Average Deal Price: 136.99 RMB</p> <p>Sales Revenue: 10,982,306.58 RMB</p> <p>Sales Volume: 80,168</p>	<p>【自营】Swisse娘娘钙柠檬酸钙孕妇钙男女中老年补钙</p> <p>Sub-category: Calcium</p> <p>Brand: Swisse</p> <p>Average Deal Price: 103.72 RMB</p> <p>Sales Revenue: 9,426,184.48 RMB</p> <p>Sales Volume: 90,876</p>	<p>健安喜GNC充电包每日营养包美国男性综合复合维生素矿物质保健品</p> <p>Sub-category: Multivitamin/Mineral</p> <p>Brand: GNC</p> <p>Average Deal Price: 180.76 RMB</p> <p>Sales Revenue: 9,247,411.44 RMB</p> <p>Sales Volume: 51,156</p>

*Ranked by monthly sales revenue

*Average deal price = Sales revenue / Sales volume

BEST-SELLING PRODUCTS (#6-15)

NO	PRODUCT TITLE	LINK	BRAND	AVERAGE DEAL PRICE	SALES VOL	REVENUE (RMB)	SUB-CATEGORY
6	德国品牌藻油DHA学生记忆力儿童青少年高中生补充学习成人脑力	http://item.taobao.com/item.htm?id=717605987858	Dacudi	428.00	20,113	8,608,364.00	Fish oil / Deep-sea fish oil
7	Swisse斯维诗娘娘钙柠檬酸钙片孕妇男女性中老年补钙澳洲维生素k2	http://item.taobao.com/item.htm?id=527036337530	Swisse	160.24	52,765	8,455,461.46	Calcium
8	比利时WHC小千金深海鱼油rTG结构95%高纯度Omega3维生素D成人60粒	http://item.taobao.com/item.htm?id=593063365092	WHC	376.62	18,948	7,136,297.40	Fish oil / Deep-sea fish oil
9	美国进口MoveFree益节 氨糖软骨素 钙片 维骨力氨基葡萄糖120粒*2	http://item.taobao.com/item.htm?id=527016966632	Move Free	334.23	20,913	6,989,947.00	Glucosamine
10	金凯撒鱼油95%纯度omega3深海鱼油软胶囊Meaquor1000欧米茄鱼油	http://item.taobao.com/item.htm?id=623803508105	Omegor	171.89	40,513	6,963,967.60	Fish oil / Deep-sea fish oil
11	【自营】BLACKMORES澳佳宝无腥味深海鱼油omega3软胶囊400粒/瓶*4	http://item.taobao.com/item.htm?id=705909921083	Blackmores	1,462.24	4,553	6,657,598.00	Fish oil / Deep-sea fish oil
12	美国小分子皂苷血糖五层龙天然铬元素α-硫辛酸纳豆地龙蛋白	http://item.taobao.com/item.htm?id=675249218418	Funrich	1,675.01	3,523	5,901,060.23	Blood sugar control
13	Swisse斯维诗葡萄籽抗糖胶囊烟酰胺胶原蛋白花青素维生素c营养品	http://item.taobao.com/item.htm?id=527036505839	Swisse	114.08	48,277	5,507,534.43	Grape seed extract
14	【自营】Swisse斯维诗进口深海鱼油无腥DHA软胶囊	http://item.taobao.com/item.htm?id=551700864501	Swisse	148.30	36,883	5,470,081.54	Fish oil / Deep-sea fish oil
15	gnc97%纯度深海鱼油软胶囊epa中老年omega3欧米伽成人dha非鱼肝油	http://item.taobao.com/item.htm?id=708804512025	GNC	231.70	22,936	5,314,363.30	Fish oil / Deep-sea fish oil

*Ranked by monthly sales revenue

*Average deal price = Sales revenue / Sales volume

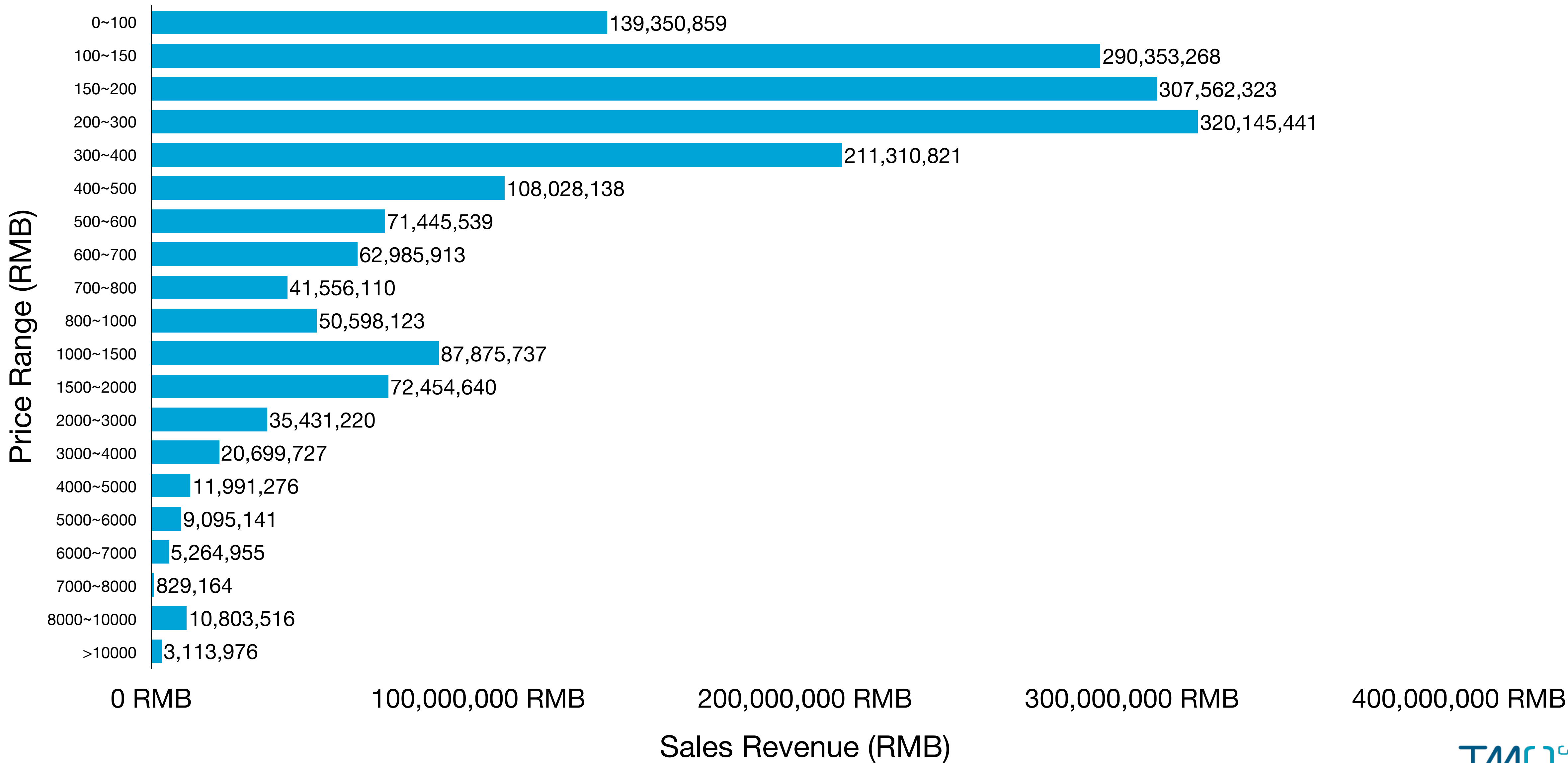
HIGH-POTENTIAL PRODUCTS (#1-10)

NO	PRODUCT TITLE	LINK	BRAND	MOM SALES GR	AVERAGE DEAL	SALES VOL	REVENUE (RMB)	SUB-CATEGORY
1	SUNBIO身高饮赖氨酸生长素非钙片补钙助力骨骼成长乳矿物盐	http://item.taobao.com/item.htm?	Sunbio	308910%	198.61	3,874	769,436.00	Bone collagen
2	【熊小玥推荐】FANCL20-60岁男女性综合营养包复合维生素含VB辅酶	http://item.taobao.com/item.htm?	FANCL	98320%	446.15	1,403	625,950.06	Multivitamin/Mineral
3	【自营】港版Neocate/纽康特 氨基酸无敏配方 1岁以上 400g	http://item.taobao.com/item.htm?	Neocate	38325%	418.00	1,537	642,466.00	Medical nutrition
4	FANCL姜黄革命解酒药丸护肝醒酒防宿醉还原型素加速酒精代谢	http://item.taobao.com/item.htm?	FANCL	33864%	90.01	8,150	733,620.00	Curcumin
5	【买2送1】美国进口南极磷虾油高含量升级omega-3呵护血管中老年	http://item.taobao.com/item.htm?	Reaps	17148%	1,590.01	13,323	21,183,751.64	Krill oil
6	【自营】Swisse斯维诗柠檬酸钙维生素150片+氨糖葡萄糖胺片180片	http://item.taobao.com/item.htm?	Swisse	13645%	214.96	4,718	1,014,208.66	Calcium
7	碧维斯biocyte黑松露胶原蛋白肽饮 25ml*10瓶/盒修护养护焕颜	http://item.taobao.com/item.htm?	Biocyte	11750%	1,586.80	1,139	1,807,370.80	Collagen
8	【蜜蜂养生节】FANCL20-60岁男女综合营养包复合维生素BC辅酶Q10	http://item.taobao.com/item.htm?	FANCL	7969%	368.11	1,673	615,857.90	Multivitamin/Mineral
9	美国进口速效一粒玛咖牡蛎补精强肾男性调理补品促睾用品锌镁硒片	http://item.taobao.com/item.htm?	Allnature	6003%	589.50	2,138	1,260,351.00	Oyster/Shellfish Extract
10	【2送1】美国南极磷虾油软化胶囊中老年鱼油虾青素辅酶q10	http://item.taobao.com/item.htm?	Esmond/	3536%	2,295.27	815	1,870,645.05	Fish oil / Deep-sea fish oil

*Products that have sales higher than the average and rank in the top 10 in terms of month-on-month growth rate.

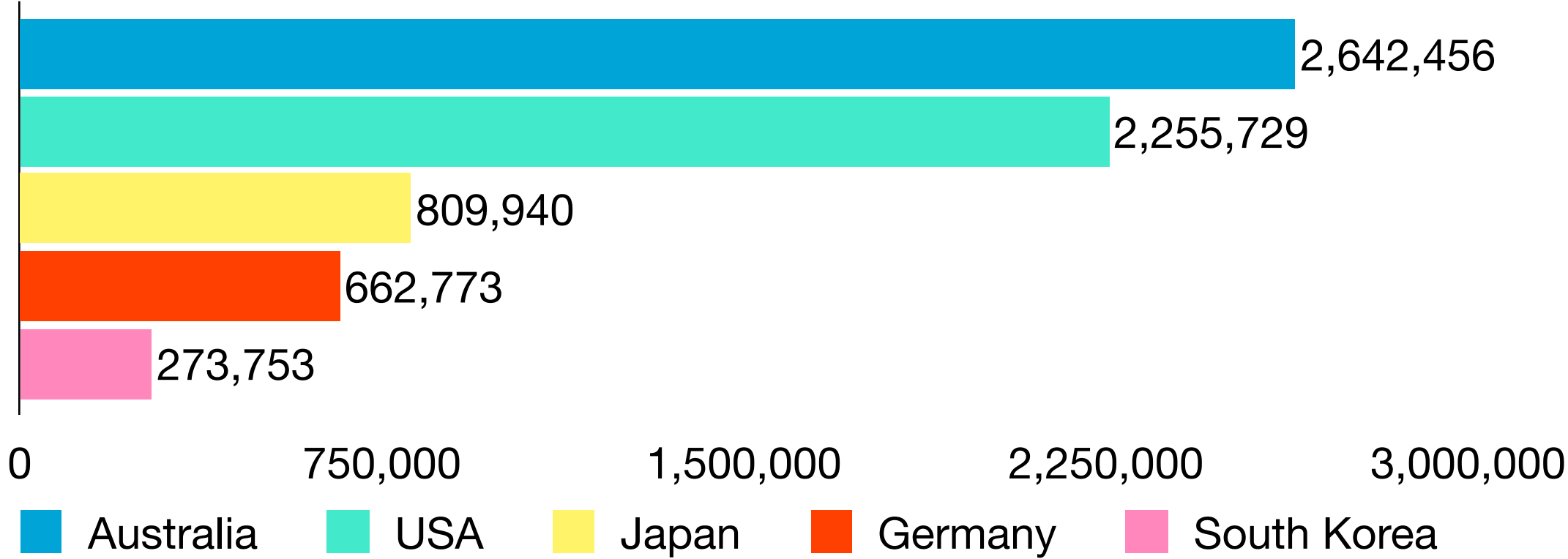
*Average Deal Price = Sales Revenue / Sales Volume

PRODUCT PRICE RANGE

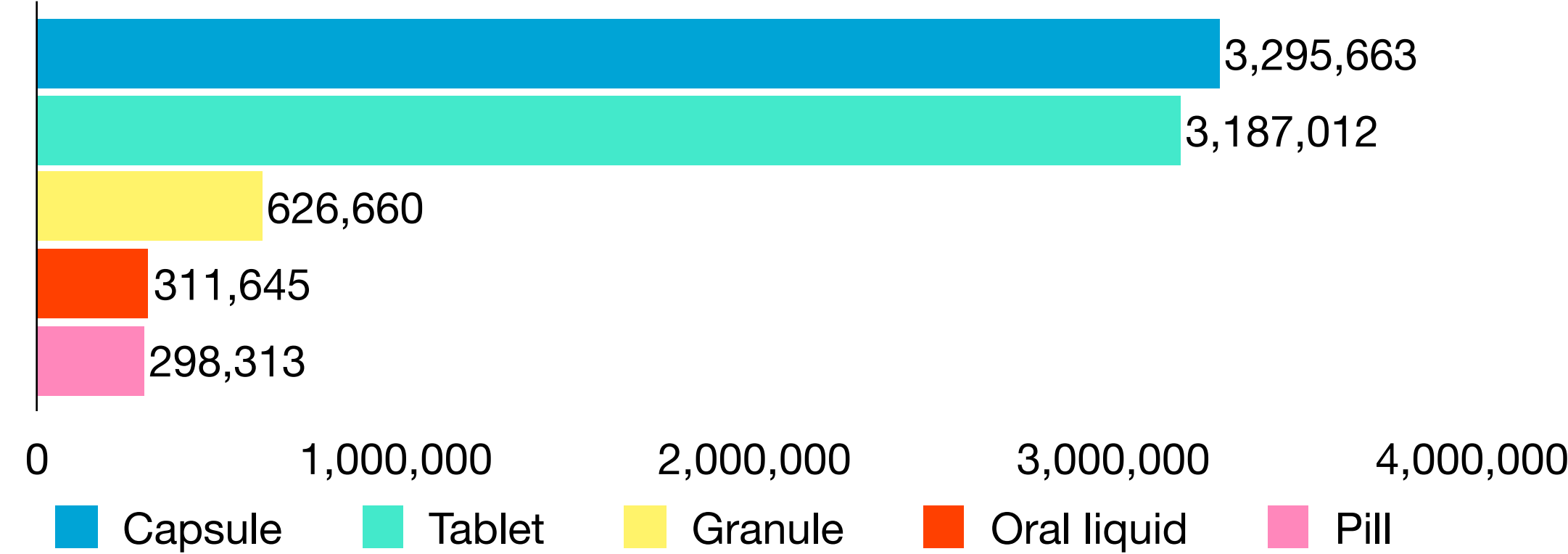


POPULAR PRODUCT CHARACTERISTICS

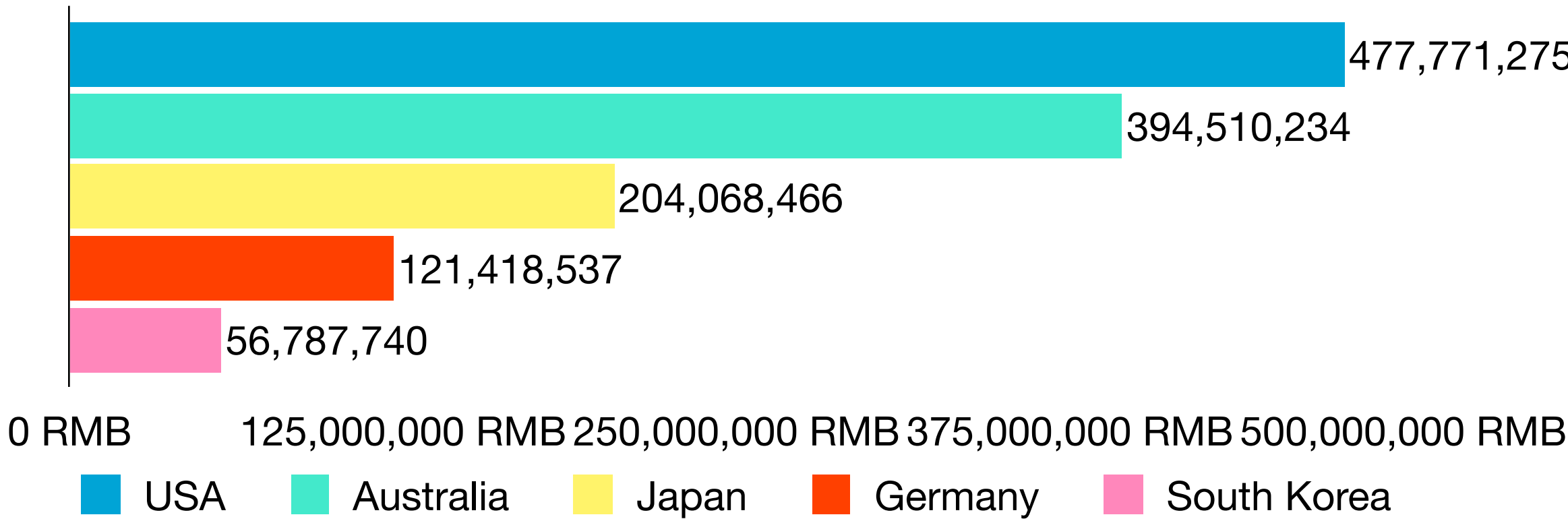
Monthly Sales Volume by Country of Origin



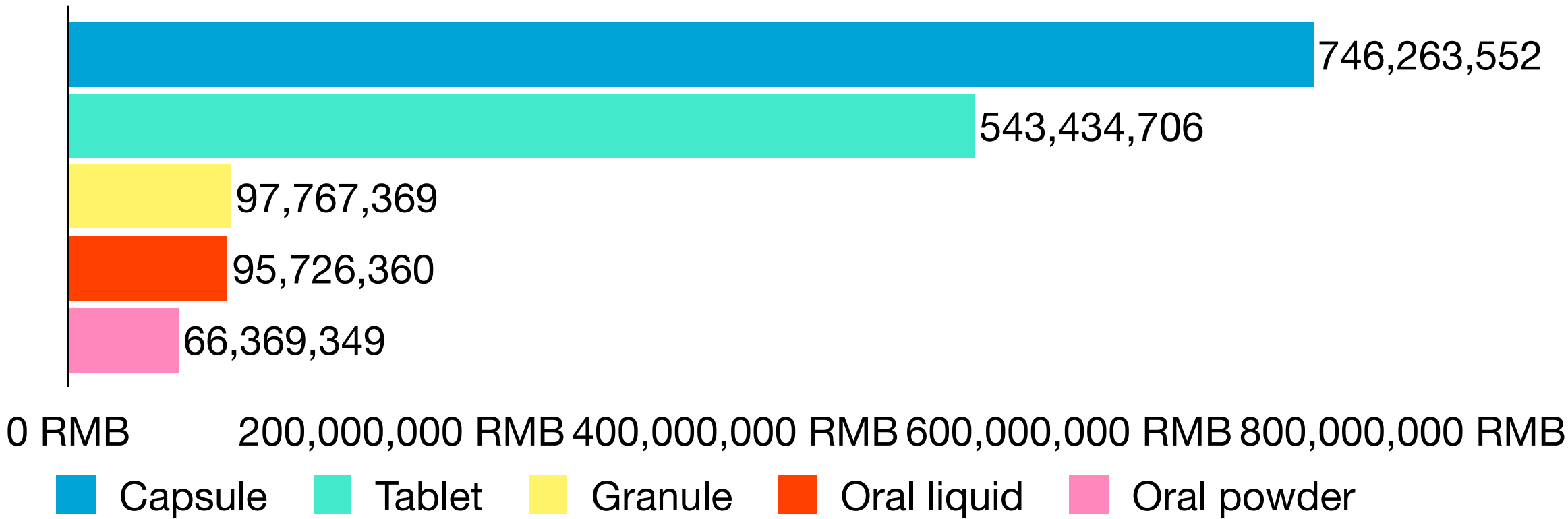
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin

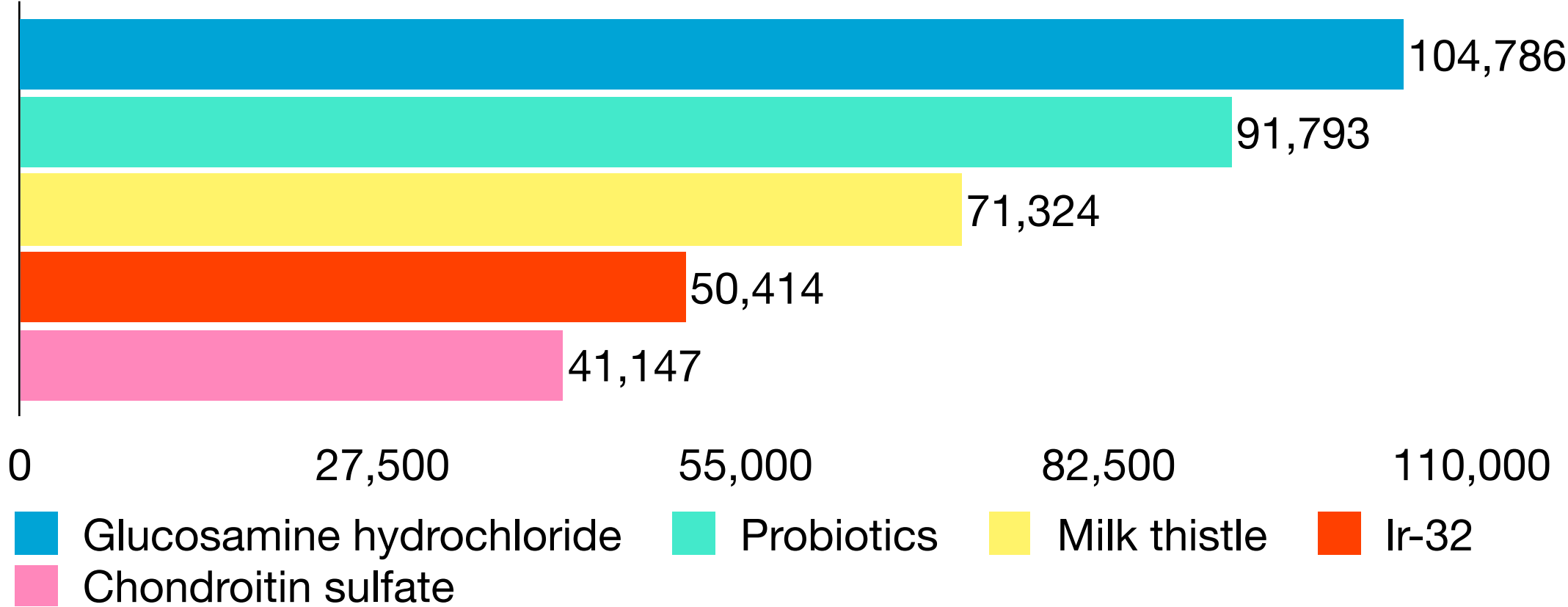


Monthly Sales Revenue (RMB) by Product Form

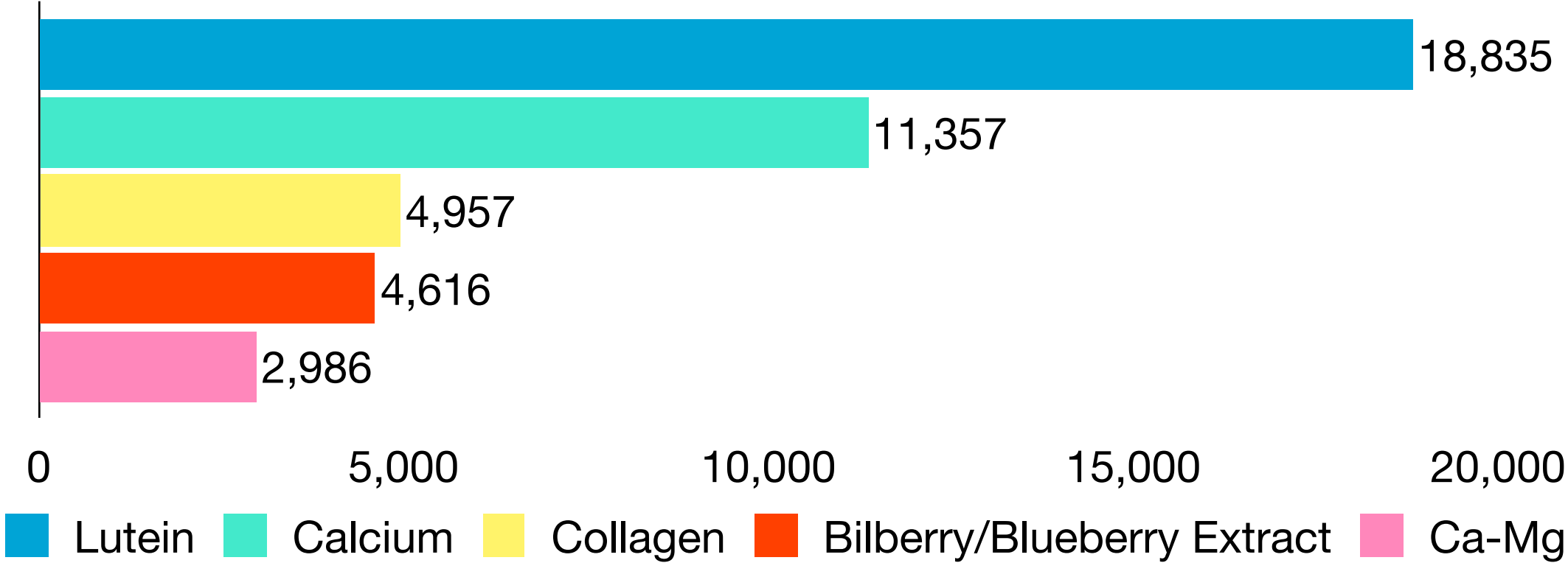


POPULAR PRODUCT CHARACTERISTICS

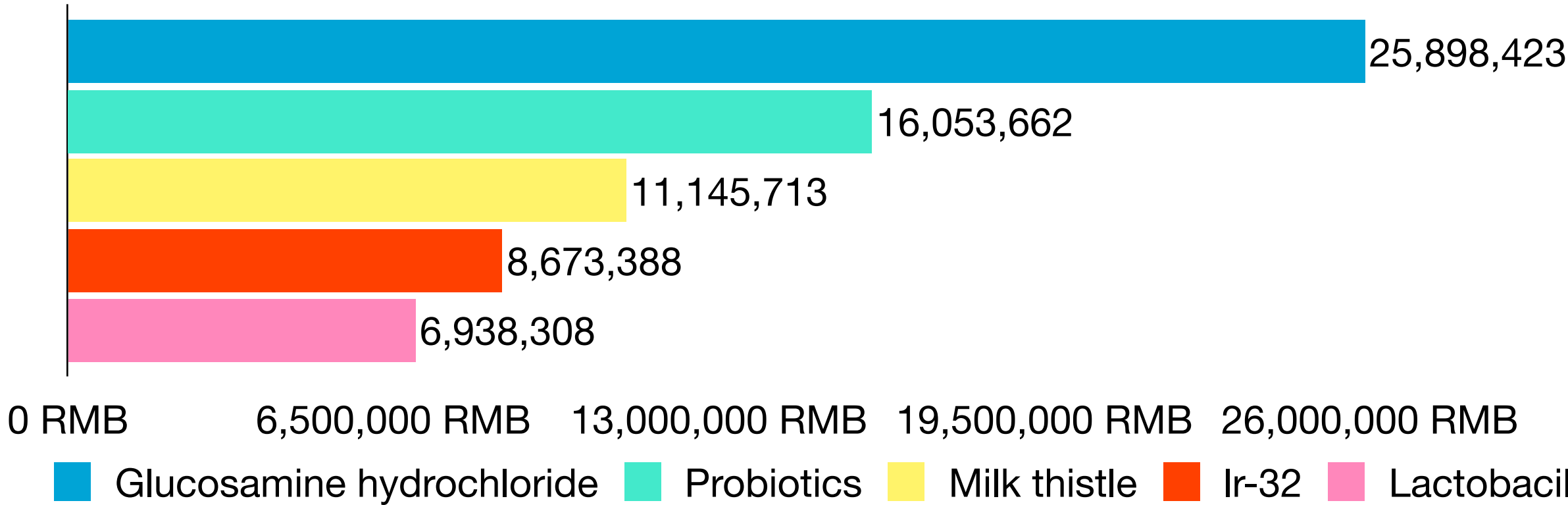
Monthly Sales Volume by Nutrition



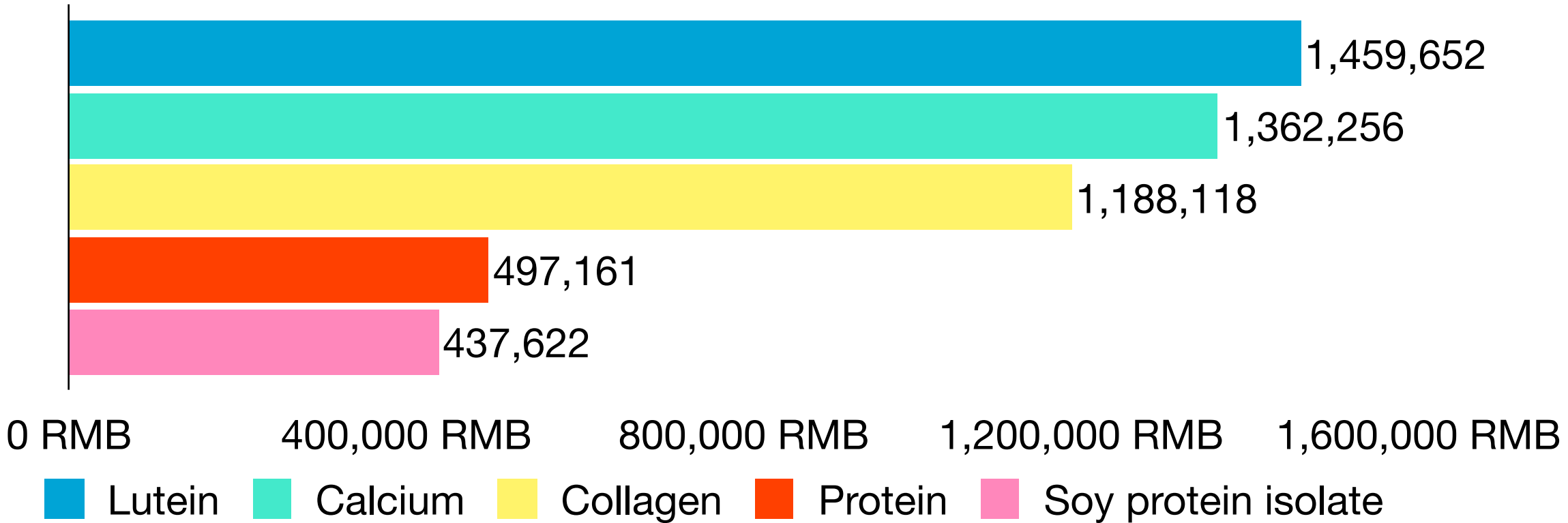
Monthly Sales Volume by Ingredient Materials



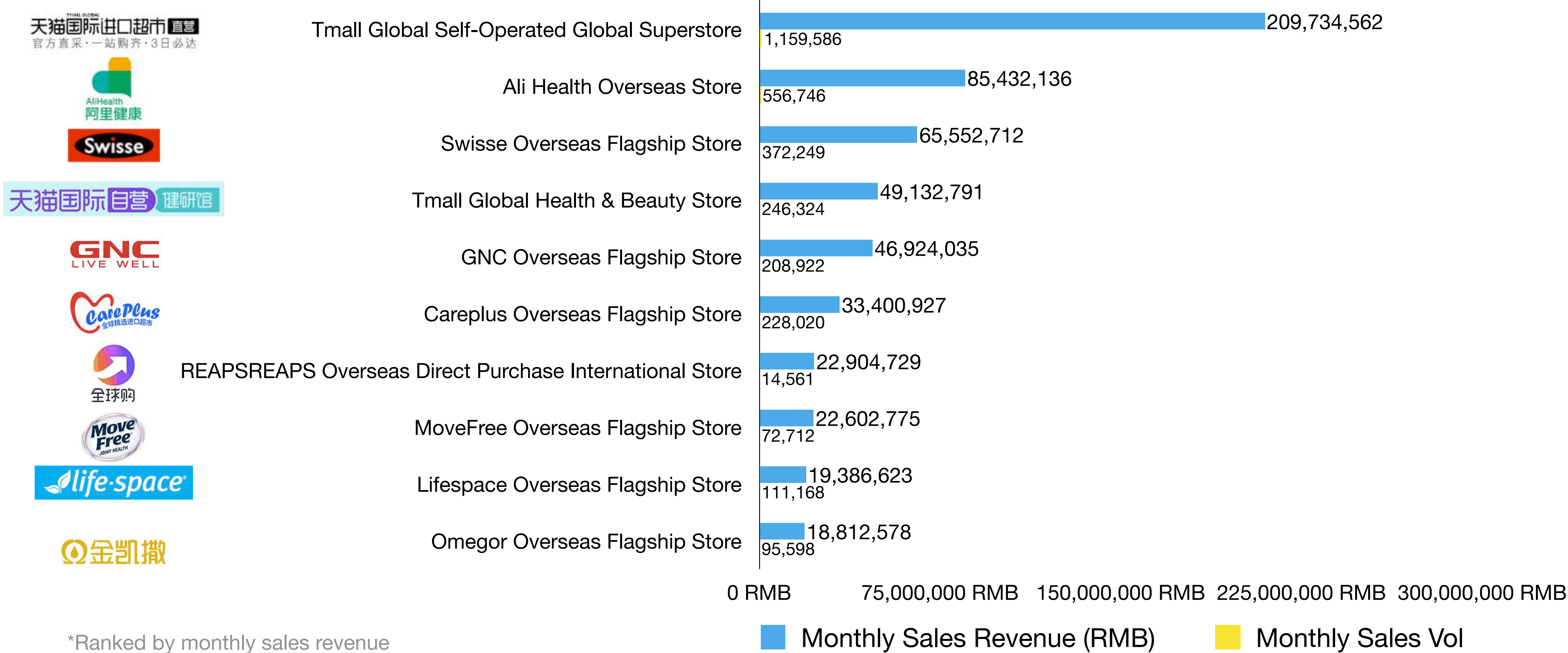
Monthly Sales Revenue (RMB) by Nutrition



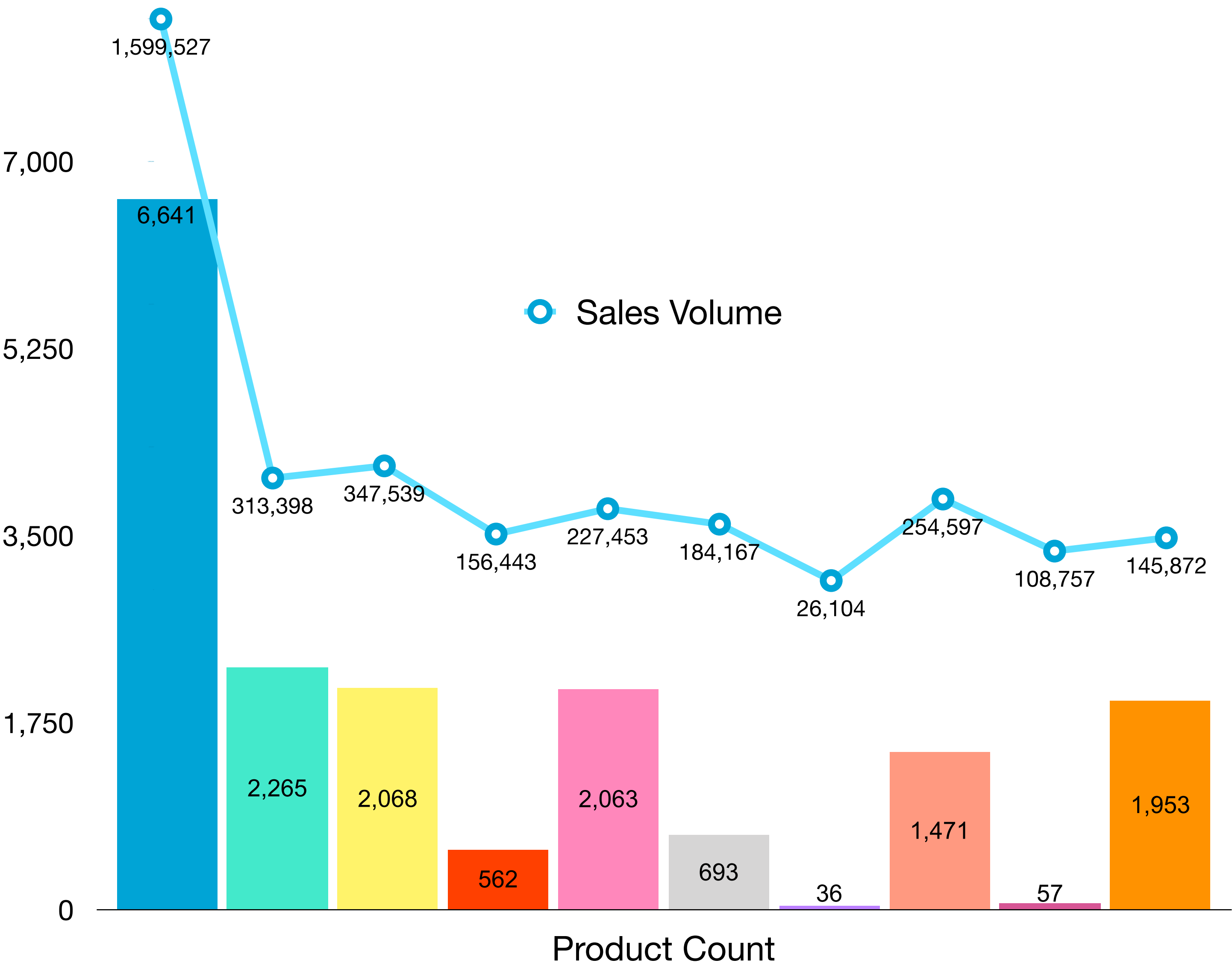
Monthly Sales Revenue (RMB) by Ingredient Materials



TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS



	BRAND	REVENUE (RMB)	COUNTRY OF ORIGIN
	Swisse	248,383,383	Australia
	GNC	64,175,543	USA
	Blackmores	60,155,986	Australia
	Move Free	39,140,089	USA
	FANCL	38,334,662	Japan
	Life Space	32,544,303	Australia
	Reaps	30,345,785	USA
	Doppel Herz	28,207,916	Germany
	Omegor	25,029,022	Italy
	Puritan's Pride	20,570,844	USA

*Ranked by monthly sales revenue

TOP 10 BRANDS PRICE DISTRIBUTION

	0-150	150-300	300-500	500-700	>700
Swisse	45.47%	39.37%	8.08%	5.04%	2.06%
GNC	11.6%	70.36%	16.86%	0.31%	0.87%
Blackmores	40.96%	31.54%	3.99%	0.34%	23.18%
Move Free	14.36%	32.16%	45.52%	6.52%	1.44%
FANCL	28.3%	37.4%	24.01%	4.6%	5.68%
Life Space	14.82%	73.26%	5.86%	3.21%	2.86%
Reaps	0%	0.01%	6.77%	7.86%	85.35%
Doppel Herz	53.12%	29.52%	14.62%	2.54%	0.19%
Omegor	0%	73.76%	4.27%	6.16%	15.79%
Puritan's Pride	40.34%	36.71%	20.31%	1.5%	1.14%

*% of top 10 brands sales revenue within the price range

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 GROUP

TMO (Technology for Mobile and Online) Group is an eCommerce service provider with offices in Shanghai, Hong Kong, and Amsterdam servicing medium & large enterprises with cutting-edge solutions for eCommerce, O2O, Mobile, and Cloud value-added services.

We strongly advocate the adoption of cutting-edge technologies and business models including the Internet of Things (IoT) and O2O integration, working closely with our clients on providing software solutions as well as strategizing hardware solutions. We guide our clients from initial business requirements, planning, design, and the development stage to long-term managed services empowered by marketing & cloud applications.

Leveraging our experience in eBusiness models on Web and Mobile Solutions, we have serviced foreign and asian B2B as well as B2C companies with innovative eCommerce business solutions in Asia, Europe, and the U.S., engaging in long-term partnerships and growing our clients' business.

To keep up with the latest Chinese eCommerce and Health Supplements information and insights, email us at info@tmogroup.asia to subscribe, click to follow us on social media, or scan the QR to follow our WeChat account:



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In Association with Health Products Association – China (HPA-China)

HPA is a U.S. non-profit 501(c6) association dedicated to the overall natural health products industry including dietary supplements, organic foods, natural cosmetics, sports nutrition and traditional herbal products. The association's primary focus is the continued development of China's dietary supplement and overall natural health product industry.