

TMO GROUP PRESENTS

CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market
July 2020 Edition



TMC Group
探 谋 网 络 科 技

PRESENTED BY



Foreword

The CoViD-19 of early 2020 resulted in a surge in interest in the health products market in China. Strengthening your immune system became a highly sought after quality in health and food supplements. Consequently we saw a considerable spike in sales growth for vitamin and dietary supplements, a simultaneous explosion in health supplement sales online and off, and health products like Vitamin C flying off shelves in pharmacies. In general, it has been a period of strong sales for the market sector.

On the other hand, even without the influence of the pandemic, experts had expected early 2020 to be a strong time for health supplements. This was because of more transparent regulations and stricter supervision being introduced in 2019, which was widely found to reassure customers about product safety and reliability.

As the national income in China has increased in recent years, there's been a rise in overall awareness of personal healthcare. This has been particularly pronounced when it comes to the effects of urban pollution, unhealthy lifestyles, and age-associated complications. These have acted as some of the key driving forces behind the rise of the Chinese healthcare industry. China's health supplements industry is still in its infancy compared to other developed countries, with a penetration rate of just 20% (compared to the US's 70%). This means that the Chinese market for health supplements has incredible room for growth. For now, dietary supplements and immune system enhancers are witnessing the biggest increase in consumer demand.

At the same time, in 2018 the 40-60 year old demographic grew to make up 35% of all Chinese health supplements buyers, while the 60+ age-band fell to 42%. Channel development has been rapid, with China's online channels already commanding a greater share of the market than these have managed in many developed countries. Due to "blue hat" health product certification restrictions, online channels have become the most important sales channel for foreign brands, which dominate on them. Additionally, competition on online sales channels tends to be a great deal fairer and more transparent than other channels.

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](#).

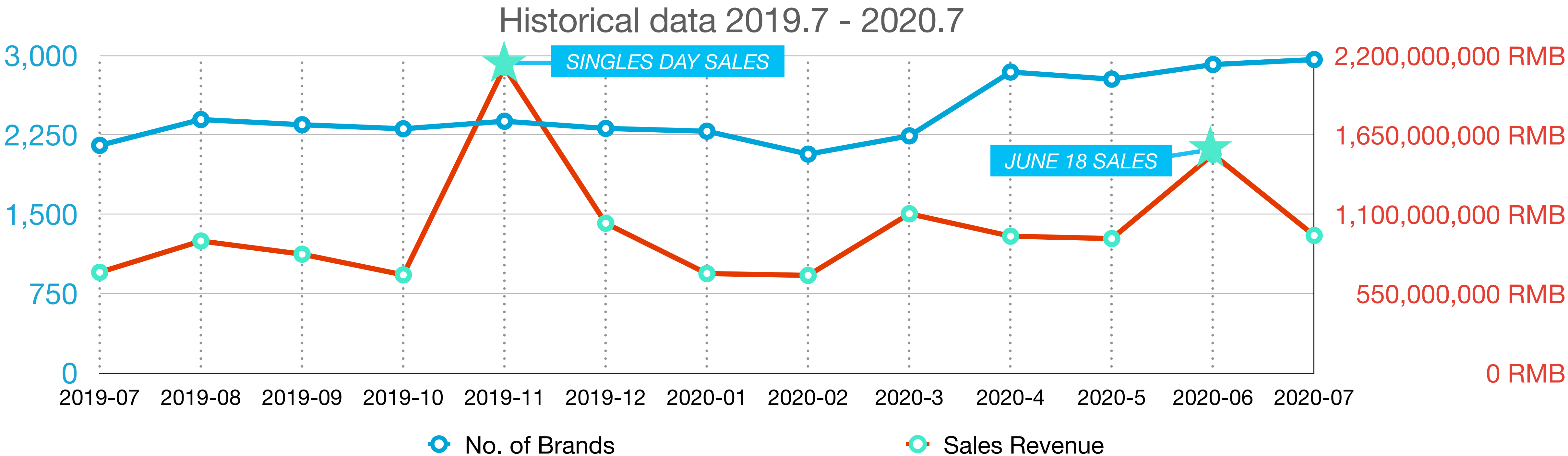
OVERSEAS FOOD & SUPPLEMENT MARKET

July 2020

Brands: 2,961
Shops: 3,981

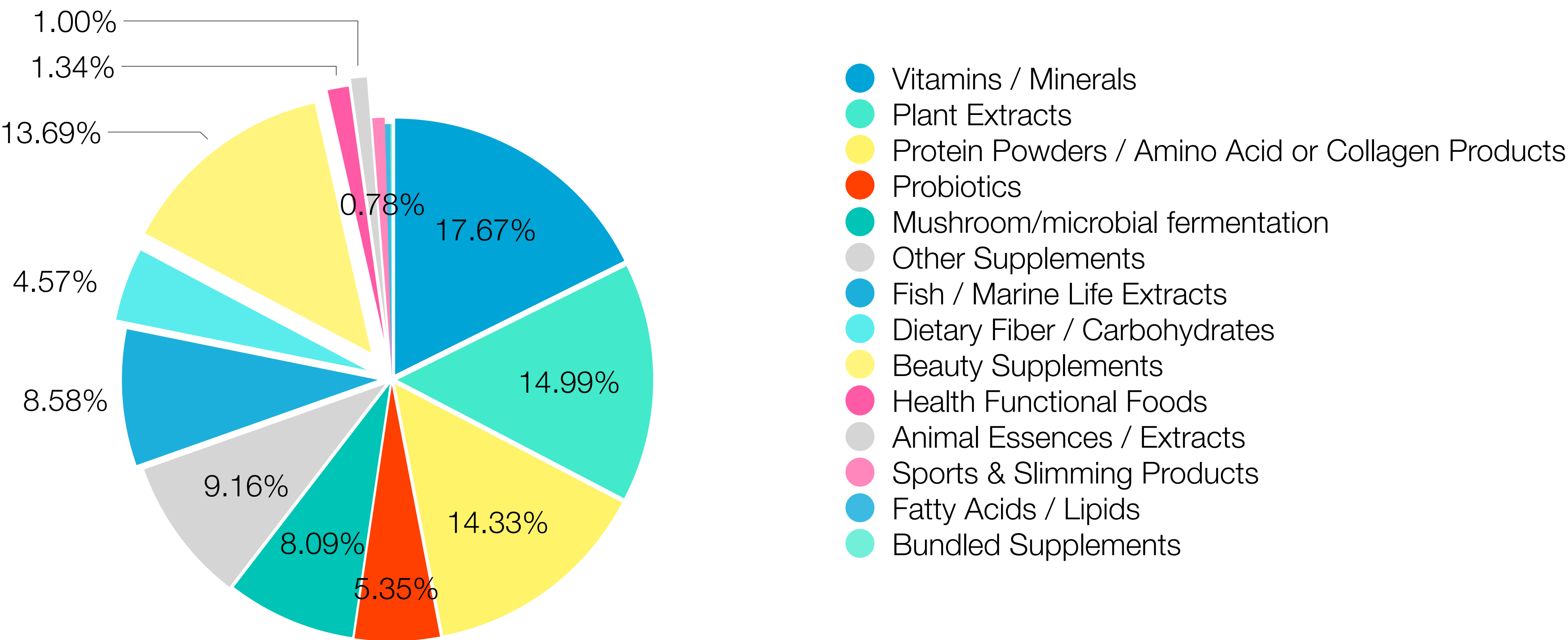
SKUs online : 83,670
Sales Vol.: 5,227,233

Sales Revenue: 952,024,386 RMB



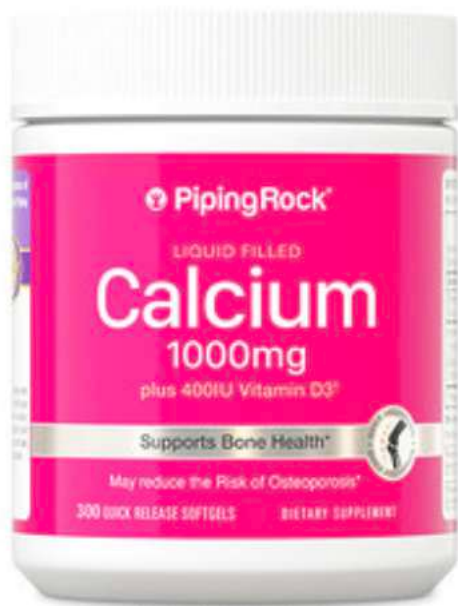
* Data was collected at end of July 2020, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

SUB-CATEGORY MARKET SHARE



* Ranked by monthly sales revenue

TOP 5 BEST-SELLING PRODUCTS



NO. 1

[吃货Amy]吃不胖 | 丝蓓缇pakkun
糖质分解酵素抗糖粉末抑糖

Product: Water-soluble dietary fiber
Brand: Svelty
Listed price: 6.5 RMB
Selling price: 6.5 RMB
Sales revenue: 302,250 RMB
Sales: 46,500

NO. 2

朴诺液体碳酸钙维生素D3女性补钙
片学生长高成年孕妇男青年中老年

Product: Calcium + Vitamin D
Brand: PipingRock
Listed price: 399 RMB
Selling price: 72.3 RMB
Sales revenue: 3,258,192 RMB
Sales: 45,063

NO. 3

Swisse 斯维诗澳洲进口钙片维生素
D150片 孕妇VD钙 成人老年补钙

Product: Calcium + Vitamin D
Brand: Swisse
Listed price: 238 RMB
Selling price: 105 RMB
Sales revenue: 3,662,400 RMB
Sales: 34,880

NO. 4

美国褪黑素sleepwell褪黑素安瓶软
糖 助眠神器睡眠片褪黑色素安眠

Product: Melatonin
Brand: Nature's Truth
Listed price: 198 RMB
Selling price: 89.05 RMB
Sales revenue: 3,073,151 RMB
Sales: 34,509

NO. 5

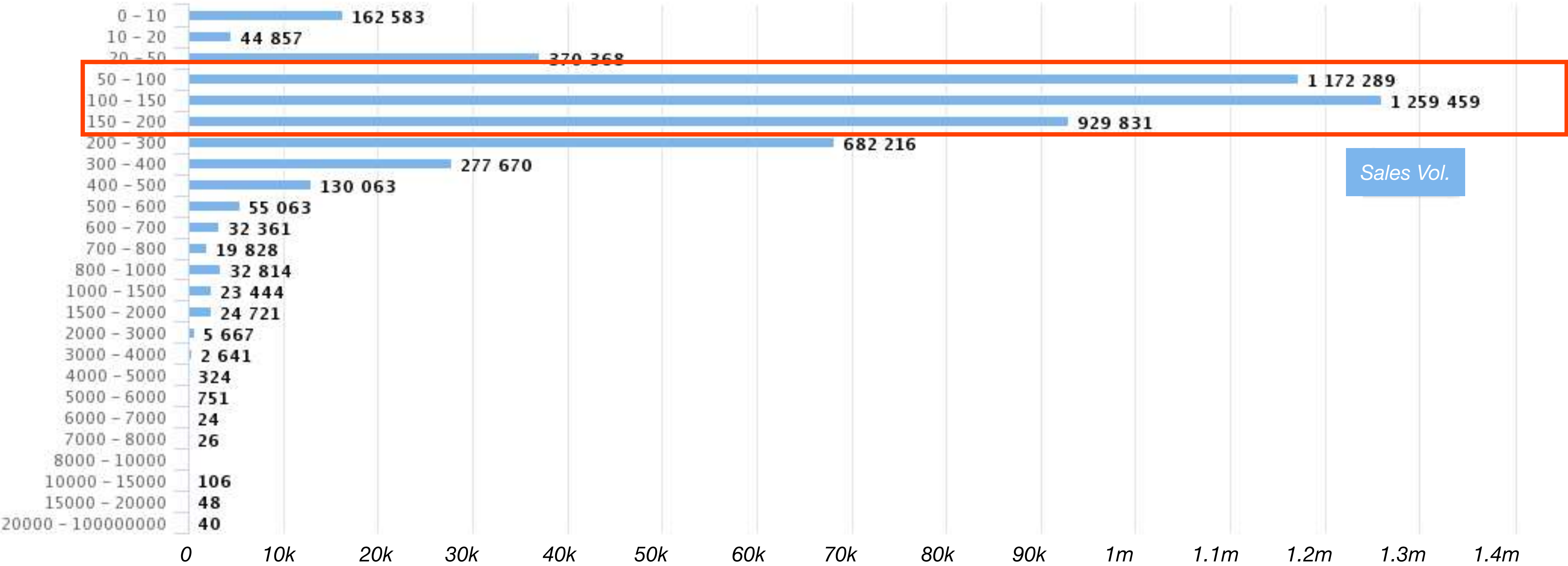
美国vitafusion褪黑素安瓶sleepwell
睡眠软糖褪黑色素助眠糖进口

Product: Melatonin
Brand: VitaFusion
Listed price: 229 RMB
Selling price: 99 RMB
Sales revenue: 3,287,889 RMB
Sales: 33,211

BEST-SELLING PRODUCTS (#6-15)

NO	PRODUCT TITLE	LINK	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	美国朴诺叶黄素40mg胶囊近视叶黄色素护眼片体素非蓝莓保健品专利	http://item.taobao.com/item.htm?id=546743046632	PipingRock	398	110.0	24,008	2,632,212
7	Healthy Care葡萄籽粉食用美白精华片澳洲花青素胶囊淡斑丸全身hc	http://item.taobao.com/item.htm?id=589070916647	Healthy Care	299	97.4	16,225	1,580,595
8	美国原装朴诺深海鱼油400粒 omega3软胶囊DHA欧米伽3中老年鱼肝油	http://item.taobao.com/item.htm?id=565291439147	PipingRock	299	118.0	15,763	1,860,034
9	碧生源维生素C+E片1.0g/片*60片营养	http://item.taobao.com/item.htm?id=619236060074	BiShengYuan	39	39.0	15,732	613,548
10	【万茜同款3倍pakkun】日本SVELTY丝蓓缇加强糖分解酵母抗糖酵素	http://item.taobao.com/item.htm?id=601506630658	Svelty	358	186.0	15,367	2,858,313
11	Swisse斯维诗vd钙娘娘钙澳洲钙+维生素D150片孕妇钙片中老年补钙	http://item.taobao.com/item.htm?id=527036337530	Swisse	298	167.6	15,164	2,542,151
12	日本进口ISDG夜间酵素 232种植物果蔬氨基酸精氨酸植物酵素120粒	http://item.taobao.com/item.htm?id=575162125987	iSDG	358	138.0	14,731	2,032,878
13	ISDG日本进口232种果蔬酵素纤维片温和 夜间酵素120粒孝素	http://item.taobao.com/item.htm?id=587424869922	iSDG	358	138.0	14,662	2,023,356
14	【赵露思推荐】Unichi玫瑰胶原小熊软糖澳洲胶原蛋白水果糖美白丸	http://item.taobao.com/item.htm?id=610240147556	unichi	228	168.0	13,512	2,270,016
15	vitafusion褪黑素sleepwell褪黑色素 vf睡眠糖安瓶助眠软糖退黑素	http://item.taobao.com/item.htm?id=579624176967	Vitafusion	149	99.7	13,426	1,338,144

PRODUCT PRICE RANGE

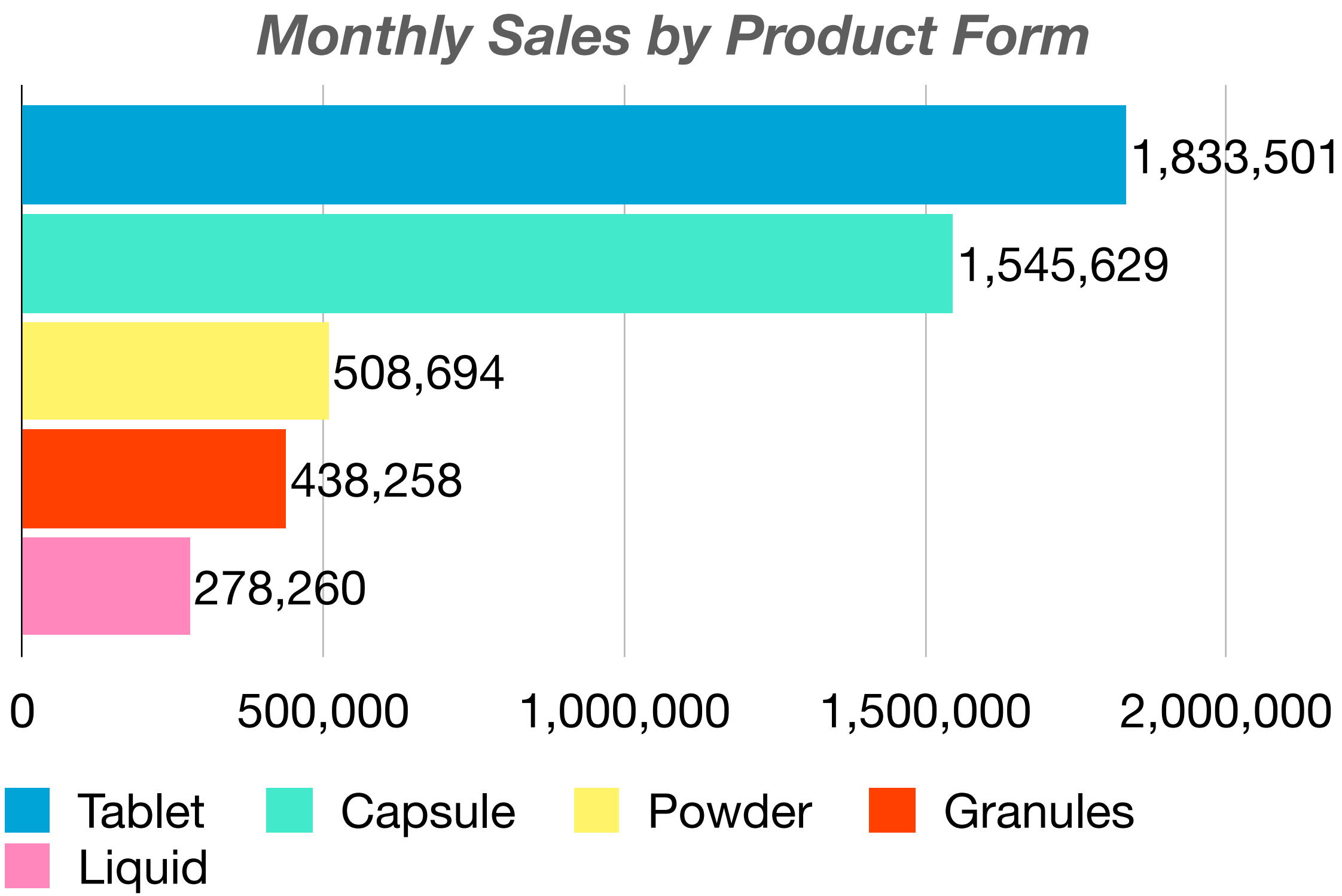
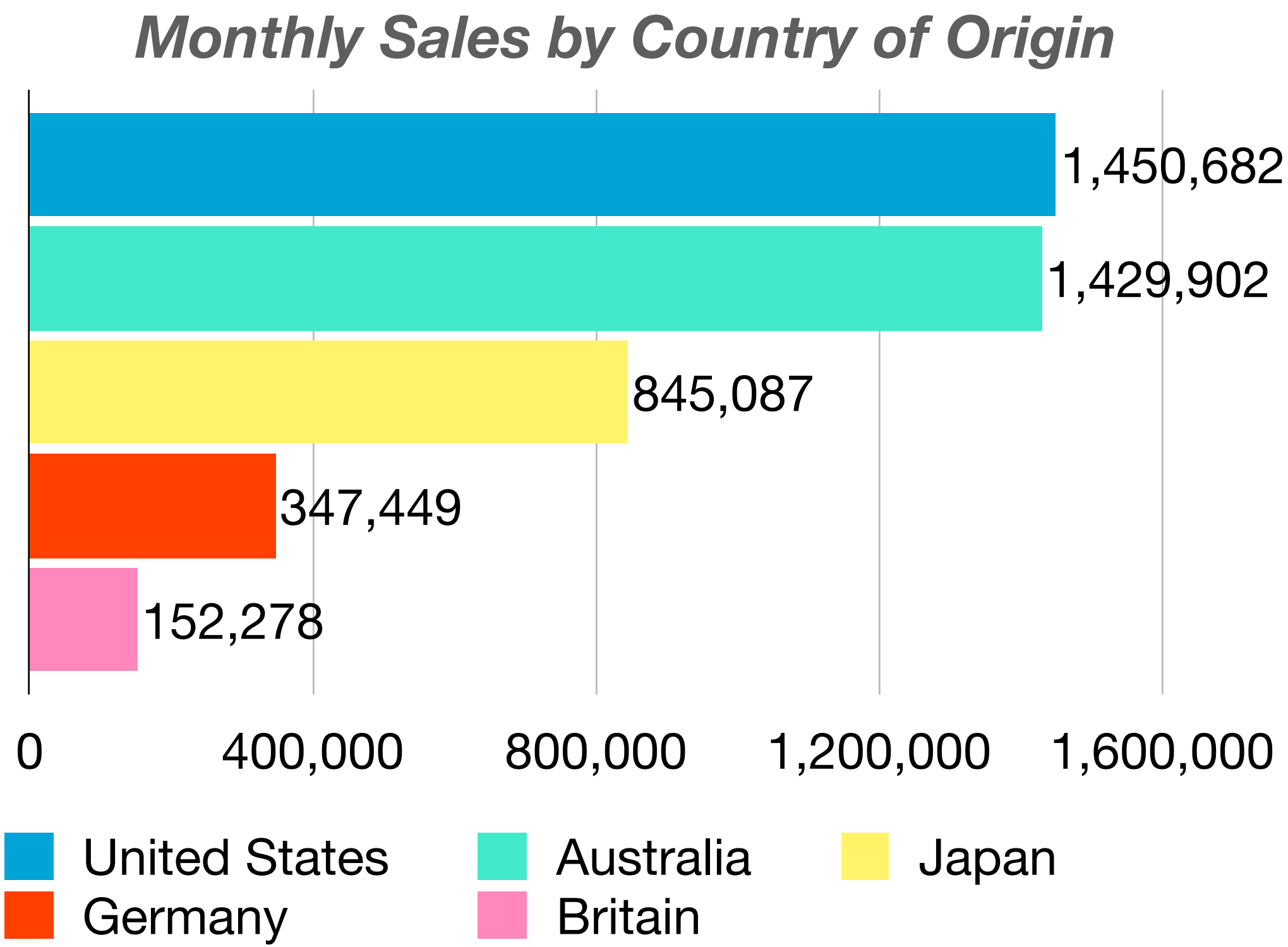


Sales Vol.

Price distribution (in RMB)
* Ranked by monthly sales volume

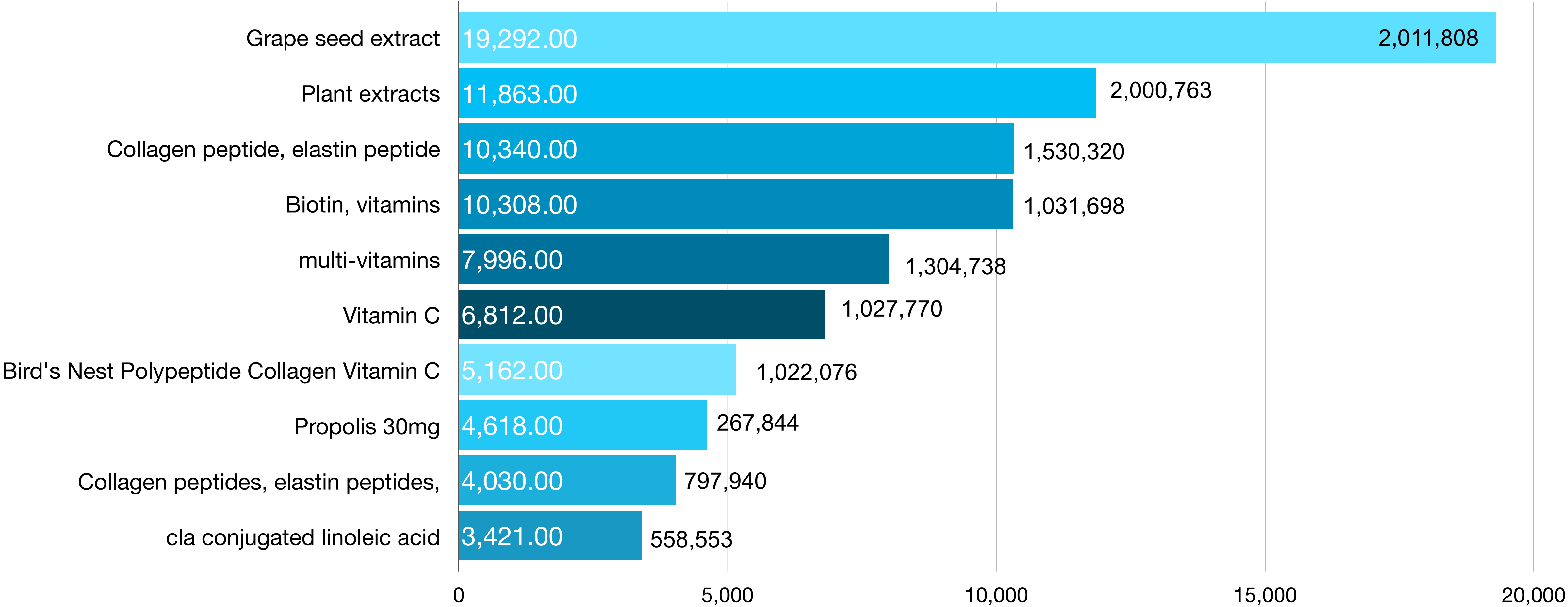
来源: 淘数据 (taosi.com)

POPULAR PRODUCT CHARACTERISTICS - 1



POPULAR PRODUCT CHARACTERISTICS - 2

Monthly Sales Volume and Revenue (RMB) by Product Type



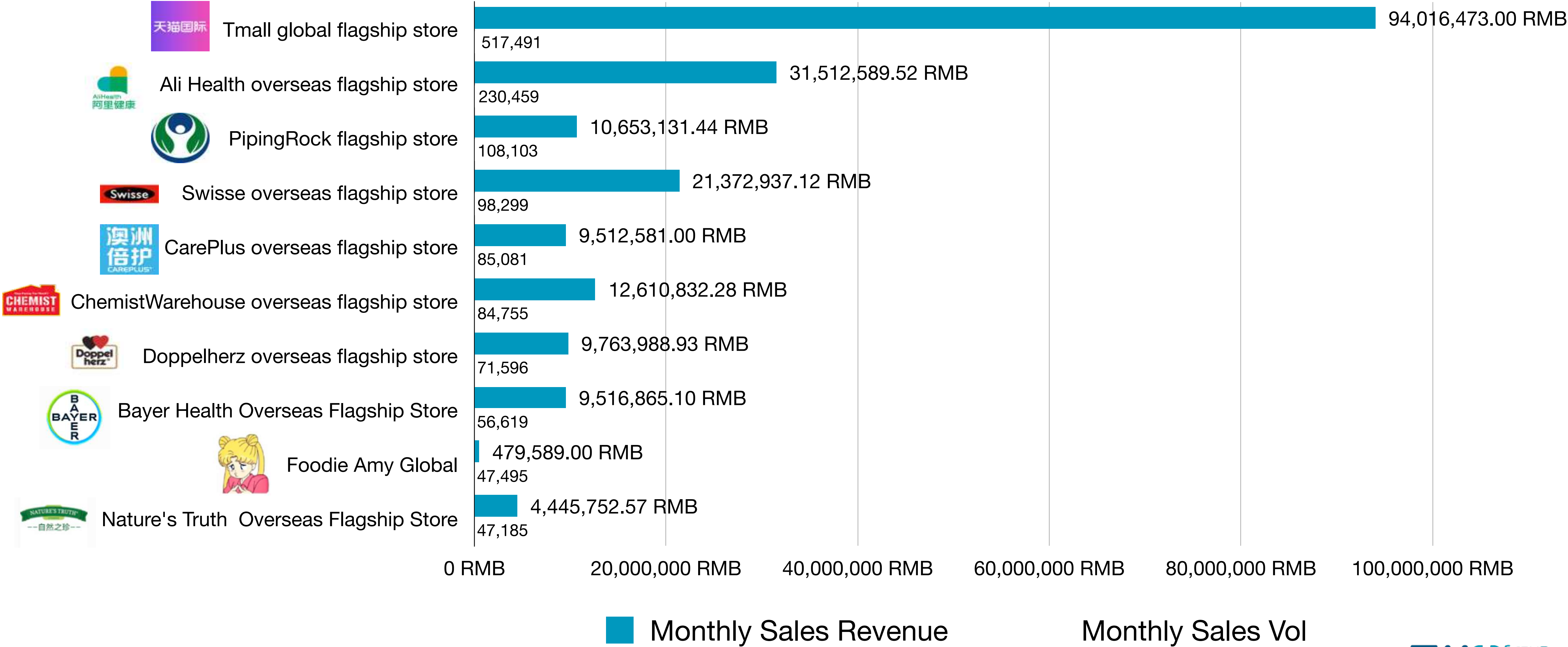
TOP 20 SEARCH KEYWORDS

Melatonin	213,412
Meal Replacement Milkshake	207,464
Vitamins	183,318
Adult probiotics for stomach	128,832
Female calcium carbonate tablets	119,923
Vitamin b	117,527
L-carnitine	109,474
Intestinal cleansing enzyme	106,565
Glucosamine Chondroitin	103,151
Middle-aged and elderly	102,101
Folic acid	99,889
Glucosamine	99,374
Collagen liquid drink genuine	99,306
nmn	98,286
dha	94,302
Vitamin b6	93,707
Elderly calcium tablets	93,268
Japan	89,486
Meal Replacement Food	86,857
protein powder	80,083

RISING KEYWORDS

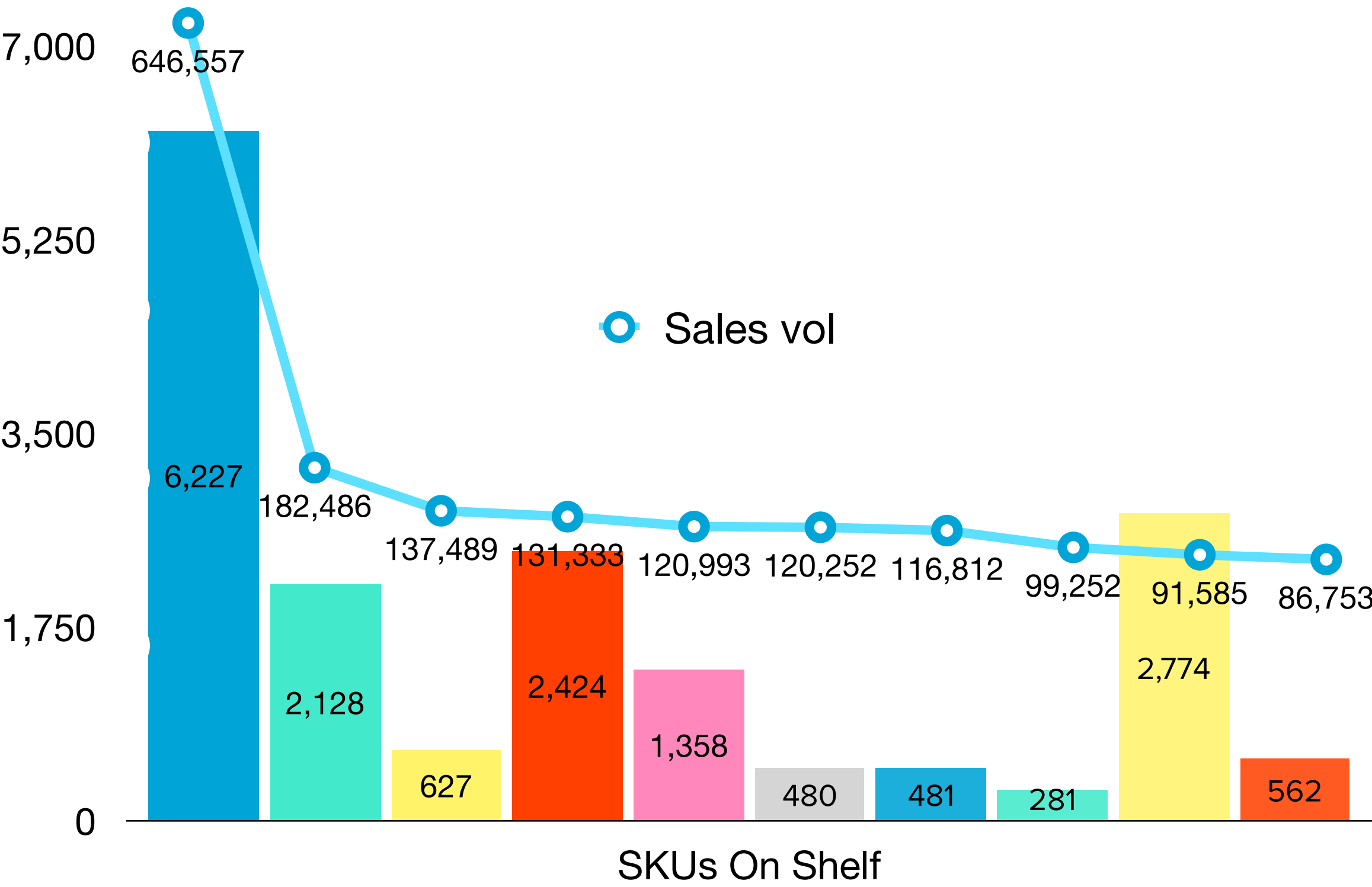


TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS

Top 10 Health Supplements Brands by Sales Volume








KEY	BRAND	REVENUE	COUNTRY ORIGIN
	Swisse	86,535,958 RMB	Australia
	Blackmores	25,125,873 RMB	Australia
	PipingRock	12,171,723 RMB	USA
	Puritan's Pride	13,346,056 RMB	USA
	Healthy Care	13,453,506 RMB	Australia
	Nu-lax	7,086,325 RMB	Australia
	Vitafusion	11,327,416 RMB	USA
	Svelty	7,357,670 RMB	Japan
	GNC	15,589,263 RMB	USA
	iSDG	12,244,149 RMB	Japan

SUB-CATEGORY - VITAMINS / MINERALS

This category includes products containing the below ingredients:

- Selenium
- Vitamin A,B,C,D,E,K...
- Calcium
- Iron
- Zinc
- L-Carnitine
- Folic acid

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>朴诺液体碳酸钙维生 素D3女性补钙片学 掌柜: pipingrock...</p>	PipingRock	399 RMB	72.3 RMB	45,063	3,258,192 RMB
 <p>Swisse 斯维诗澳洲 进口钙片维生素D15 掌柜: 天猫国际官...</p>	Swisse	238 RMB	105 RMB	34,880	3,662,400 RMB
 <p>碧生源维生素C+E片 1.0g/片*60片营养 掌柜: 爱抢购app...</p>	BiShengYuan	39 RMB	39 RMB	15,732	613,548 RMB
 <p>Swisse斯维诗vd钙 娘娘钙澳洲钙+维生 掌柜: swisse官方...</p>	Swisse	298 RMB	167.64 RMB	15,164	2,542,151 RMB
 <p>Swisse 斯维诗娘娘 钙vd柠檬酸钙中老 掌柜: 天猫国际官...</p>	Swisse	238 RMB	105 RMB	13,276	1,393,980 RMB

SUB-CATEGORY - VITAMINS / MINERALS

July 2020

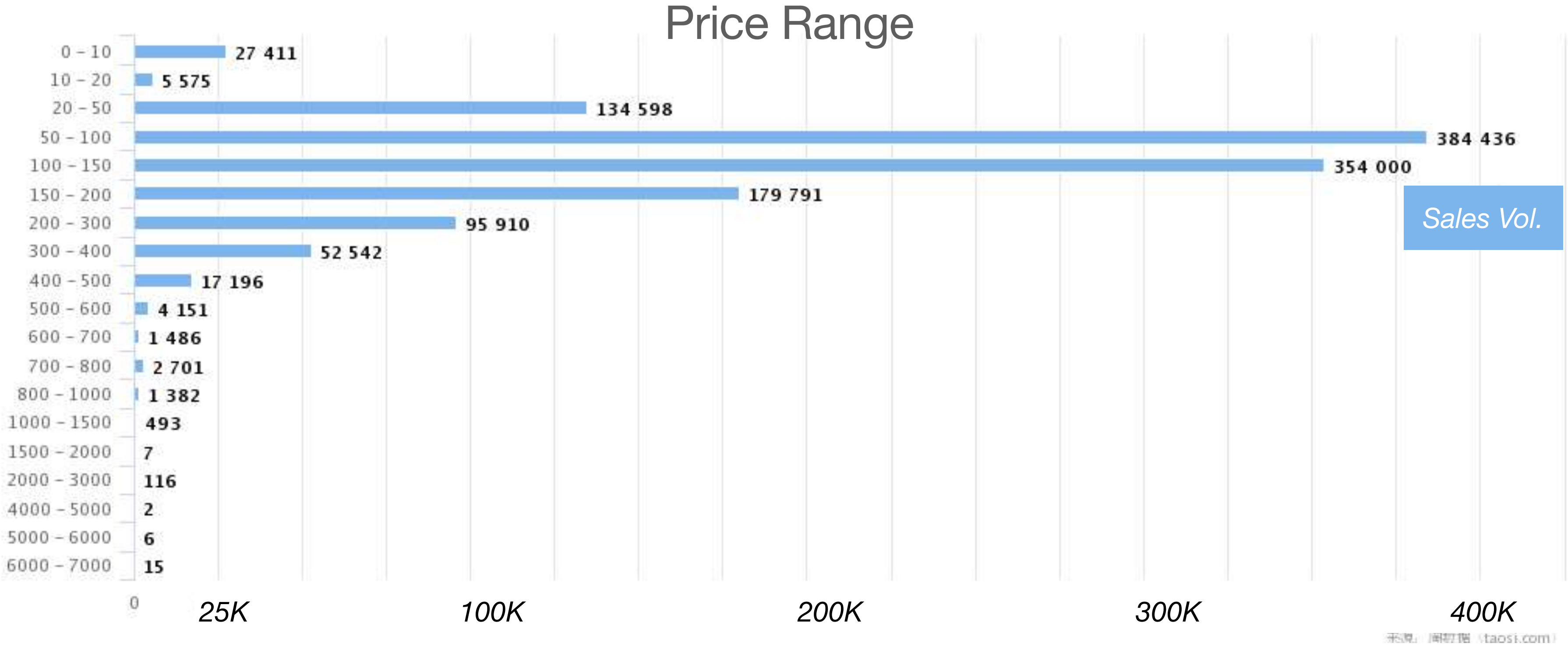
Brands: 893

Shops: 2,318

SKUs online: 18,977

Sales Vol: 1,261,818

Sales Revenue: 168,193,255 RMB








Price distribution (in RMB)

SUB-CATEGORY - SEAFOOD EXTRACTS

This category includes products containing the below ingredients:

- Pearl powder
- Astaxanthin
- Shellfish (including oyster) extract
- Seal (including fur seal) oil
- Sardine oil extract
- Spirulina / Algae extract
- Shark scales
- Squalene
- Fish oil / Deep sea fish oil
- Glucosamine
- Chitin

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 美国原装朴诺深海鱼油400粒 omega3软掌柜: pipingrock...	PipingRock	299 RMB	118 RMB	15,763	1,860,034 RMB
 BLACKMORES澳佳宝无腥味鱼油1000掌柜: blackmores...	Blackmores	149 RMB	110.77 RMB	9,767	1,081,923 RMB
 美国进口SchiffMove Free益节 氨糖软骨掌柜: movefree官...	MoveFree	418 RMB	385.27 RMB	7,661	2,951,559 RMB
 【直营】澳洲Blackmores澳佳宝无腥味掌柜: 天猫国际官...	Blackmores	478 RMB	165.5 RMB	6,292	1,041,325 RMB
 BLACKMORES澳佳宝深海鱼油软胶囊4掌柜: blackmores...	Blackmores	289 RMB	153.26 RMB	5,071	777,189 RMB

SUB-CATEGORY - SEAFOOD EXTRACTS

July 2020

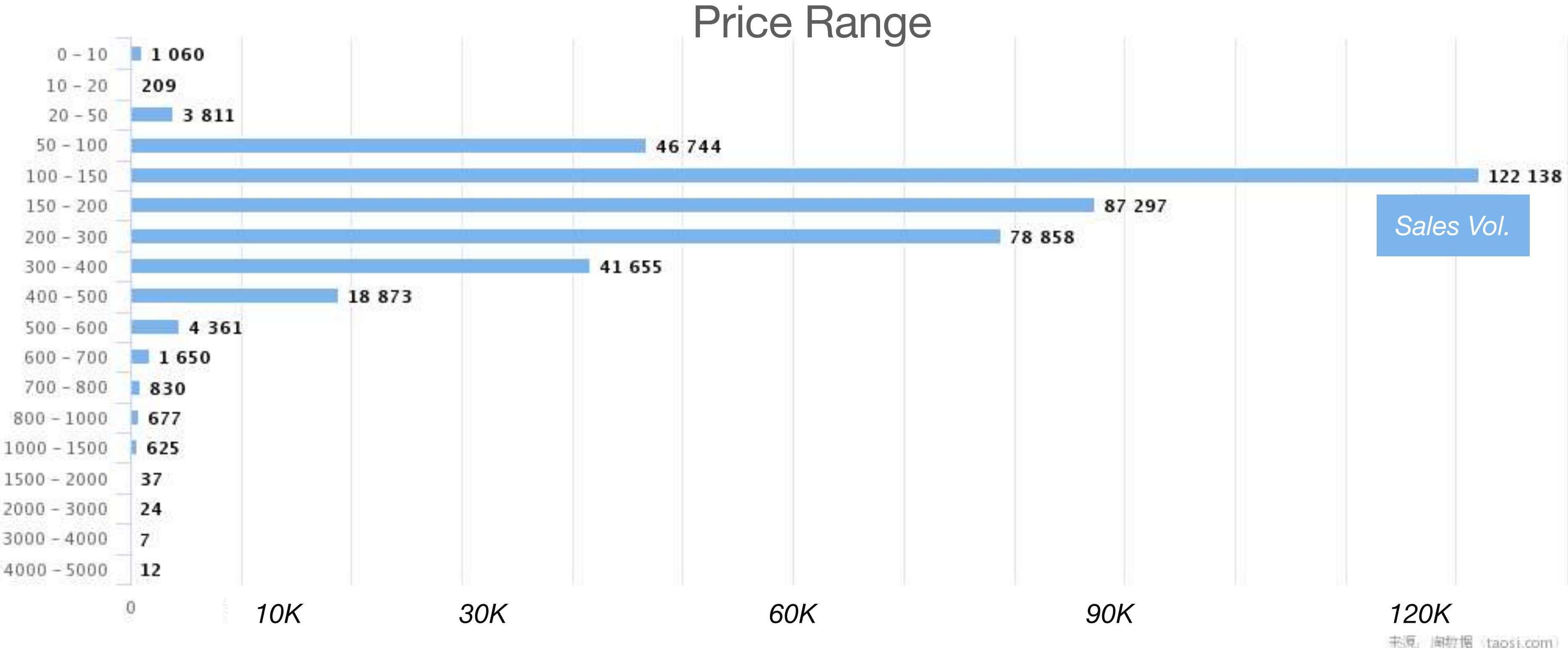
Brands: 502

Shops: 1,377

SKUs online : 6,769

Sales Vol: 408,868

Sales Revenue: 81,707,578 RMB








Price distribution (in RMB)

SUB-CATEGORY - MUSHROOMS / FUNGI / MICROBIAL FERMENTATION

Top 5 best-selling products

This category includes products containing the below ingredients:

- Coenzyme Q10
- Red goji berry
- Probiotics
- Enzyme

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 【万茜同款3倍pakkun】日本SVELTY丝掌柜: SVELTY丝... 天猫	Svelty	358 RMB	186 RMB	15,367	2,858,313 RMB
 日本进口ISDG夜间酵素 232种植物果蔬掌柜: 阿里健康海... 天猫	iSDG	358 RMB	138 RMB	14,731	2,032,878 RMB
 ISDG日本进口232种果蔬酵素纤维片温掌柜: isdg海外旗... 天猫	iSDG	358 RMB	138 RMB	14,662	2,023,356 RMB
 HealthyCare辅酶q一10营养素100粒辅掌柜: chemistwar... 天猫	Healthy Care	349 RMB	159 RMB	12,808	2,036,472 RMB
 吃不胖的秘密！日本SVELTY丝蓓缇酵素掌柜: 星级老钟驾到 天猫	Svelty	7.9 RMB	5.9 RMB	10,461	61,669 RMB

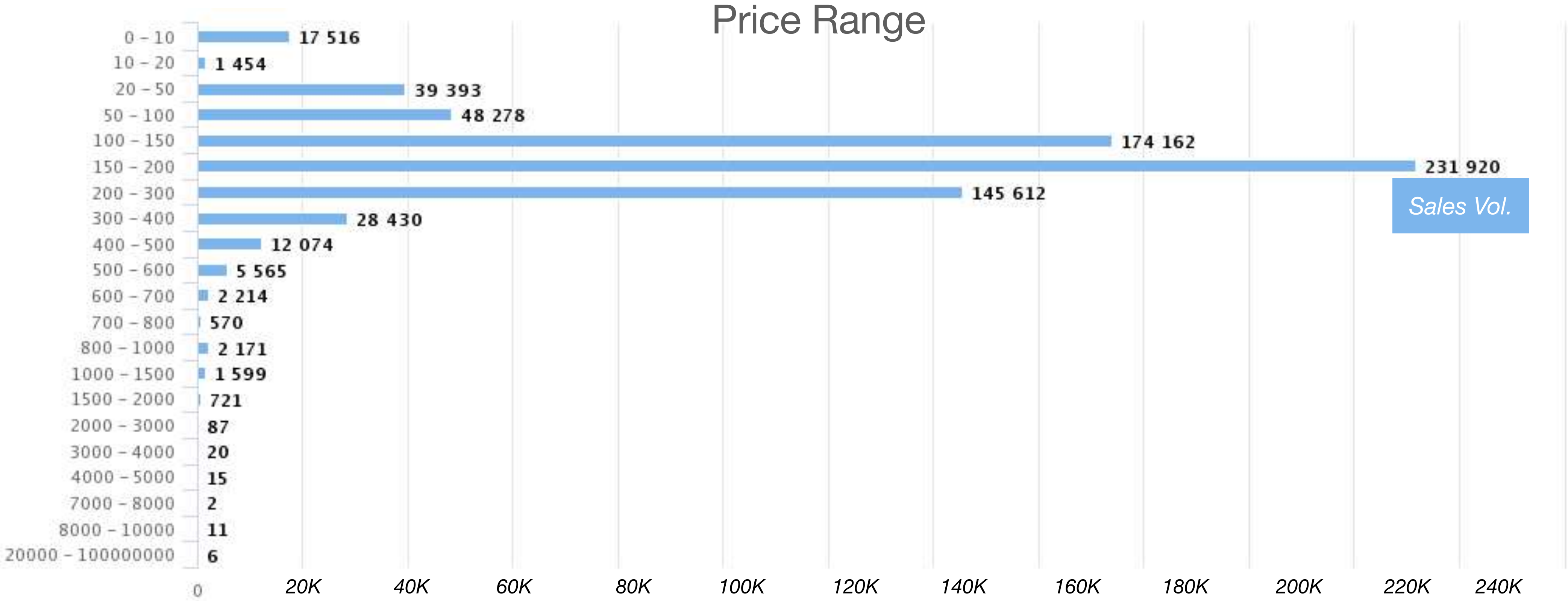
SUB-CATEGORY - MUSHROOMS / FUNGI / MICROBIAL FERMENTATION

July 2020

Brands: 558
Shops: 1,652

SKUs online : 7,278
Sales Vol: 711,820

Sales Revenue: 127,982,042 RMB



Price distribution (in RMB)





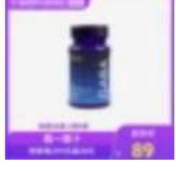
来源: 淘数据 (taosid.com)

SUB-CATEGORY - PROTEIN POWDERS / AMINO ACIDS / COLLAGEN

Top 5 best-selling products

This category includes products containing the below ingredients:

- Amino acids
- Collagen
- Whey protein
- Soy protein isolate
- Arginine
- Collagen
- Fish protein
- Mixed nutritional proteins
- Branched-chain amino acid
- Peptides
- Melatonin / pineal gland products
- Glutamine

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>美国褪黑素sleepwell 褪黑素安瓶软糖 助 掌柜: 自然之珍海...</p>	Nature's Truth	198 RMB	89.05 RMB	34,509	3,073,151 RMB
 <p>美国vitafusion褪黑 素安瓶sleepwell睡 掌柜: careplus海...</p>	Vitafusion	229 RMB	99 RMB	33,211	3,287,889 RMB
 <p>vitafusion褪黑素sle epwell褪黑色素 vf睡 掌柜: vitafusion海...</p>	Vitafusion	149 RMB	99.67 RMB	13,426	1,338,144 RMB
 <p>德国呐兔褪黑素安瓶 软糖助眠sleepwell 掌柜: NaturElan...</p>	Naturelan	259 RMB	99.9 RMB	11,647	1,163,535 RMB
 <p>美国G'NITE晚安gab a睡眠软糖无糖型葡 掌柜: 天猫国际妙...</p>	G'nite	199 RMB	89 RMB	11,015	980,335 RMB

SUB-CATEGORY - PROTEIN POWDERS / AMINO ACIDS / COLLAGEN

July 2020

Brands: 759

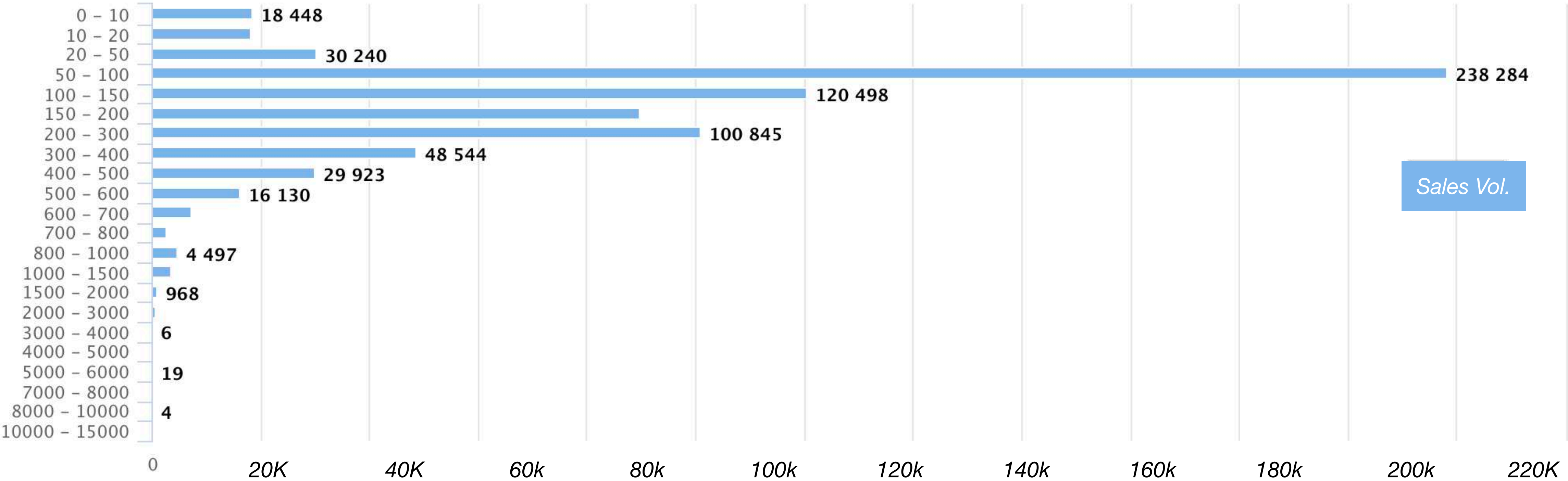
Shops: 1,875

SKUs online : 11,708

Sales Vol: 730,300

Sales Revenue: 136,382,682 RMB

Price Range






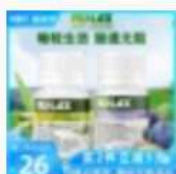

Price distribution (in RMB)

SUB-CATEGORY - DIETARY FIBER/CARBOHYDRATES

This category includes products containing the below ingredients:

- Dietary fiber / fruit and vegetable fiber
- Biopolysaccharide
- Oligosaccharide

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>意大利百草园清肠片 便秘通便清肠排宿 掌柜: 百草园海外...</p>	Bicoy	182 RMB	136.24 RMB	13,070	1,780,624 RMB
 <p>nu-lax乐康膏进口天 然果蔬膳食纤维润肠 掌柜: 天猫国际官...</p>	Nu-lax	128 RMB	85 RMB	10,739	912,815 RMB
 <p>英国slimfast代餐奶 昔营养饱腹食品膳食 掌柜: slimfast海...</p>	SlimFast	280 RMB	121.14 RMB	9,884	1,197,354 RMB
 <p>NU-LAX乐康膏片西 梅加强版果蔬纤维芦 掌柜: yufu686868</p>	Nu-lax	95 RMB	37.2 RMB	7,750	288,300 RMB
 <p>山本汉方日本进口大 麦若叶青汁果蔬膳食 掌柜: 山本汉方海...</p>	Yamamoto Kanpoh	198 RMB	80.22 RMB	7,664	614,776 RMB

SUB-CATEGORY - DIETARY FIBER/CARBOHYDRATES

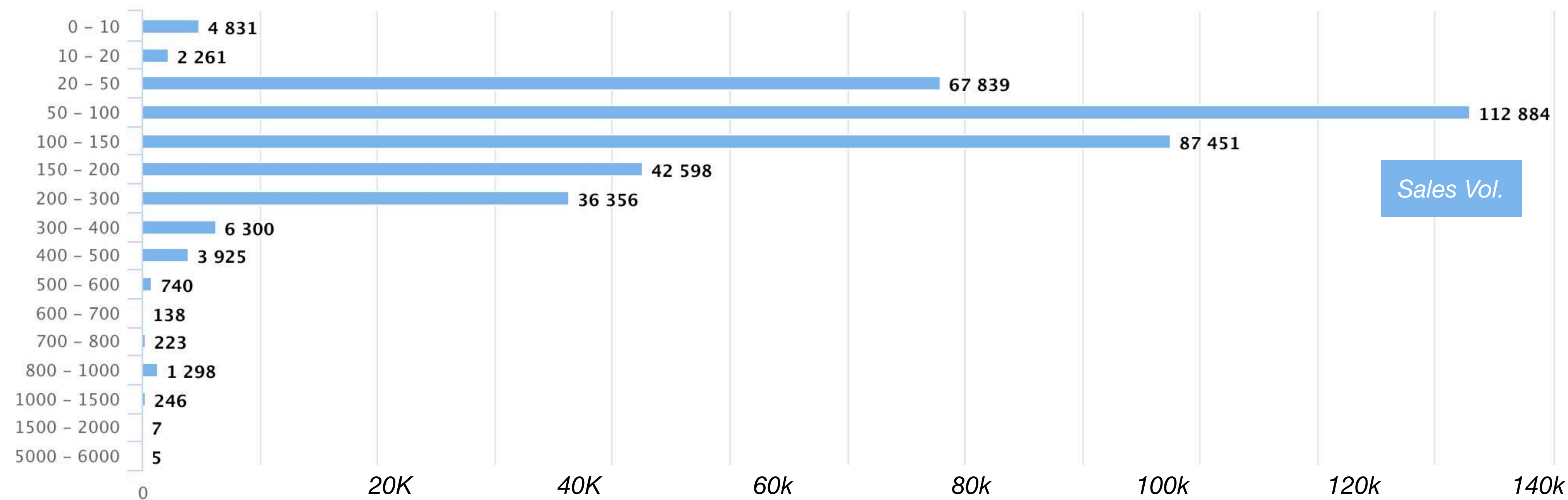
July 2020

Brands: 317
Shops: 1,121

SKUs online : 3,583
Sales Vol: 367,102

Sales Revenue: 43,542,306 RMB

Price Range








Price distribution (in RMB)

SUB-CATEGORY - PLANT EXTRACTS

This category includes products containing the below ingredients:

- Soybean isoflavones
 - Echinacea extract
 - Saw palmetto
 - East Asian arrowroot
 - Pumpkin / Pumpkin seeds
 - Pycnogenol
 - Lycopene
 - Lutein
 - Papaya extract
 - Natto extract
 - Aloe
 - Alfalfa
 - Hops
 - Ginseng extract
 - Tea with phenolic content / Tea
 - Sea buckthorn
 - Dandelion
 - Ginkgo / Ginseng & ginkgo
- Lecithin
 - Grape seed extract
 - Bilberry / Blueberry extract
 - Evening primrose oil
 - rose essential oil
 - Malic acid
 - Garlic extract
 - Bitter gourd extract
 - Cranberry
 - Thistle
 - St. John's wort extract
 - Maca extract

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <div>美国朴诺叶黄素40m q胶囊近视叶黄色素 掌柜: pipingrock...</div>	PipingRock	398 RMB	109.64 RMB	24,008	2,632,212 RMB
 <div>Healthy Care葡萄籽 粉食用美白精华片澳 掌柜: HealthyCar...</div>	Healthy Care	299 RMB	97.42 RMB	16,225	1,580,595 RMB
 <div>澳洲Swisse斯维诗 奶蓟草片120粒 加班 掌柜: swisse官方...</div>	Swisse	298 RMB	204.6 RMB	12,594	2,576,788 RMB
 <div>MuscleTech肌肉科 技促睾酮素健身雄性 掌柜: muscletech...</div>	MuscleTech	368 RMB	162.57 RMB	6,987	1,135,856 RMB
 <div>fine红曲纳豆激酶纳 豆片日本原装三高溶 掌柜: fine海外旗...</div>	Fine	439 RMB	199 RMB	6,888	1,370,712 RMB

SUB-CATEGORY - PLANT EXTRACTS

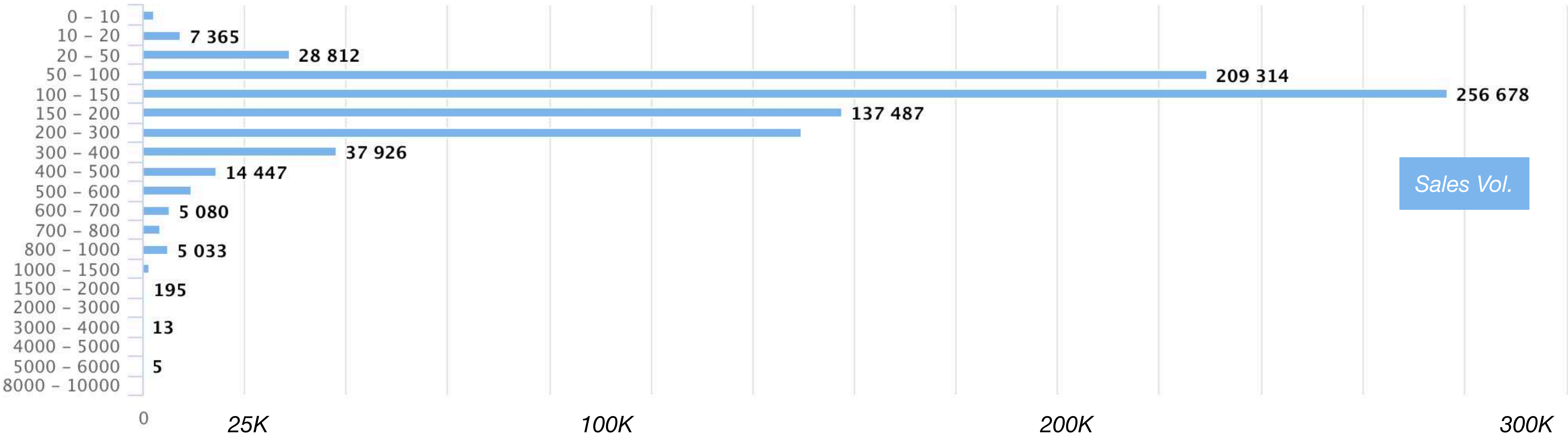
July 2020

Brands: 818
Shops: 1,843

SKUs online : 15,026
Sales Vol: 848,683

Sales Revenue: 142,738,997 RMB

Price Range






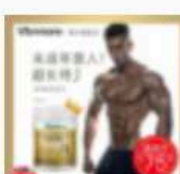

Price distribution (in RMB)

SUB-CATEGORY - ANIMAL EXTRACTS

This category includes products containing the below ingredients:

- Colostrum
- Sheep placenta extract / Black goat embryo tonic
- Kangaroo-derived products
- Deer antler extract
- Propolis / Bee products

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>【直营】澳洲Healthy Care金装黑蜂胶软掌柜: 天猫国际官...</p>	Healthy Care	175 RMB	109.13 RMB	8,412	917,968 RMB
 <p>wagner男性多重养护胶囊 100粒澳洲进掌柜: chemistwar...</p>	Healthy Care	499 RMB	113 RMB	4,616	521,608 RMB
 <p>澳洲进口Healthy Care黑蜂胶提高免疫掌柜: 阿里健康海...</p>	Healthy Care	239 RMB	119 RMB	1,622	193,018 RMB
 <p>澳洲进口红袋鼠精胶囊男性持久口服保健掌柜: vitamore海...</p>	Healthy Care	699 RMB	293.37 RMB	1,481	434,479 RMB
 <p>HealthyCare澳洲黑蜂胶软胶囊进口保健掌柜: HealthyCar...</p>	Vitamore	399 RMB	141.66 RMB	1,381	195,639 RMB

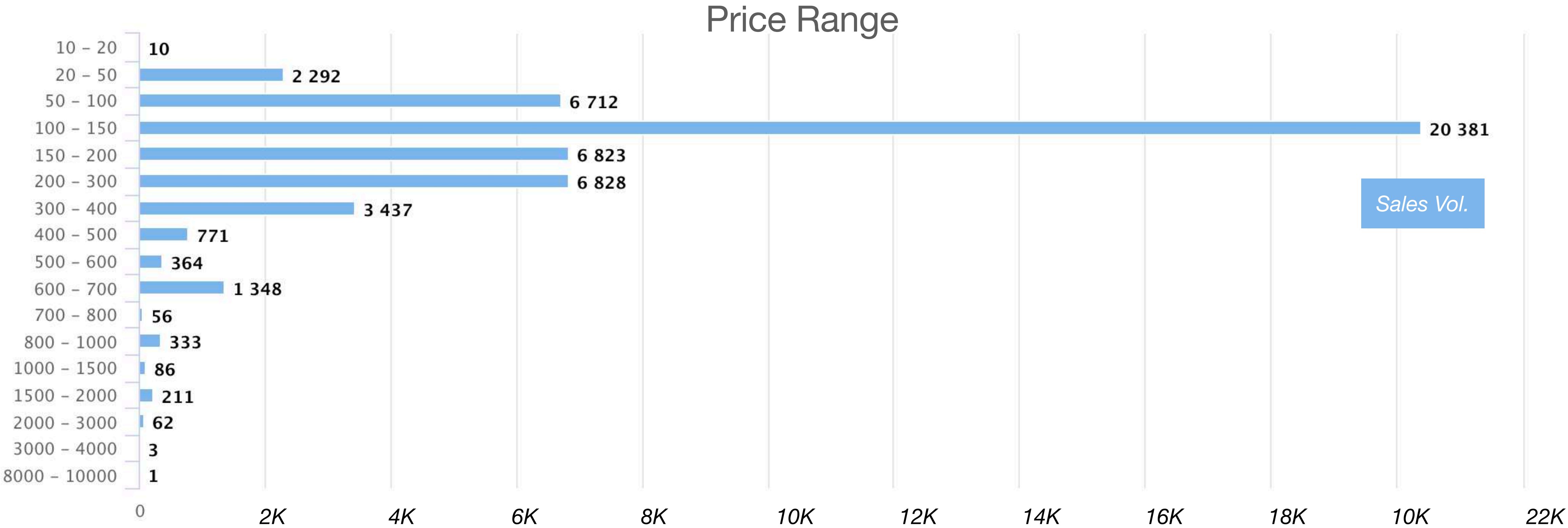
SUB-CATEGORY - ANIMAL EXTRACTS

July 2020

Brands: 159
Shops: 477

SKUs online : 1,115
Sales Vol: 49,718

Sales Revenue: 9,521,317 RMB













Price distribution (in RMB)

SUB-CATEGORY - FATTY ACIDS / LIPIDS

Top 5 best-selling products

This category includes products containing the below ingredients:

- DHA / EPA / DPA
- Linolenic acid

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 Elevit爱乐维藻油DHA软胶囊高含量孕妇掌柜: 拜耳健康消... 	Elevit	199 RMB	169.99 RMB	2,256	383,504 RMB
 肌肉科技CLA共轭亚油酸阻断碳水抑制食欲掌柜: muscletech... 	Muscletech	598 RMB	181.23 RMB	1,166	211,318 RMB
 Myprotein熊猫CLA共轭亚油酸胶囊分解掌柜: 名人补剂批发 	Myprotein	183.9 RMB	99 RMB	1,082	107,118 RMB
 英国NA婴幼儿童补脑DHA滴剂宝宝鱼掌柜: STADA海外... 	Natures Aid	119 RMB	100.5 RMB	888	89,242 RMB
 友勃朗MRM CLA共轭亚油酸180粒亚麻掌柜: 友勃朗yopri... 	MRM	115 RMB	113.21 RMB	641	72,565 RMB

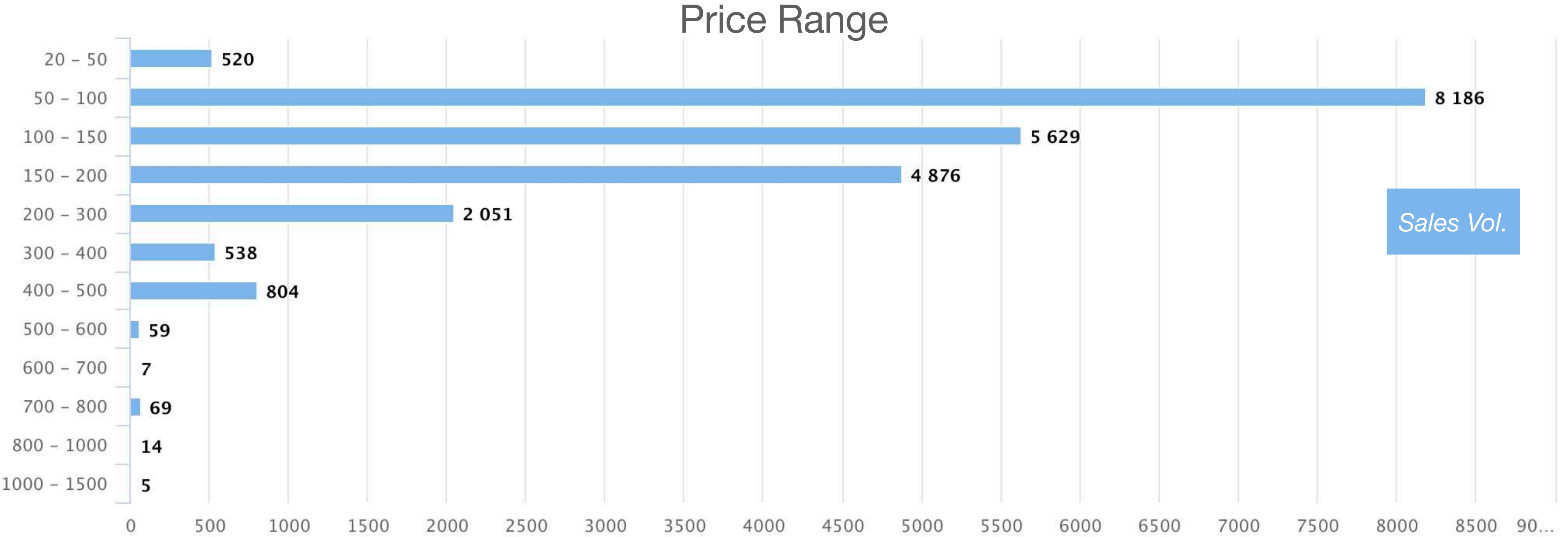
SUB-CATEGORY - FATTY ACIDS / LIPIDS

July 2020

Brands: 117
Shops: 371

SKUs online : 576
Sales Vol: 22,758

Sales Revenue: 308,438 RMB







Price distribution (in RMB)

SUB-CATEGORY - BEAUTY SUPPLEMENTS

Top 5 best-selling products

This category includes products in the following sub-categories:

- Dietary supplement drinks
- Other dietary supplements

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>【赵露思推荐】Unichi玫瑰胶原小熊软糖 掌柜: unichi海外... 天猫</p>	Unichi	228 RMB	168 RMB	13,512	2,270,016 RMB
 <p>金达威天猫官方旗舰店NMN 烟酰胺Doct 掌柜: doctorsbest... 天猫</p>	Doctor's Best	2,999 RMB	1,648.26 RMB	11,128	18,341,822 RMB
 <p>张嘉倪推荐正品美白 饮全身美白抗糖胶原 掌柜: 殷殷rvn 天猫</p>	Fanyunfei	368 RMB	148 RMB	10,333	1,529,284 RMB
 <p>【直营】日本DHC 进口下半身轻身美腿 掌柜: 天猫国际官... 天猫</p>	DHC	69 RMB	46.45 RMB	9,316	432,696 RMB
 <p>HERB健康本铺日本 进口DOKKAN植物 掌柜: HERB健康... 天猫</p>	Herb	278 RMB	199 RMB	8,579	1,707,221 RMB

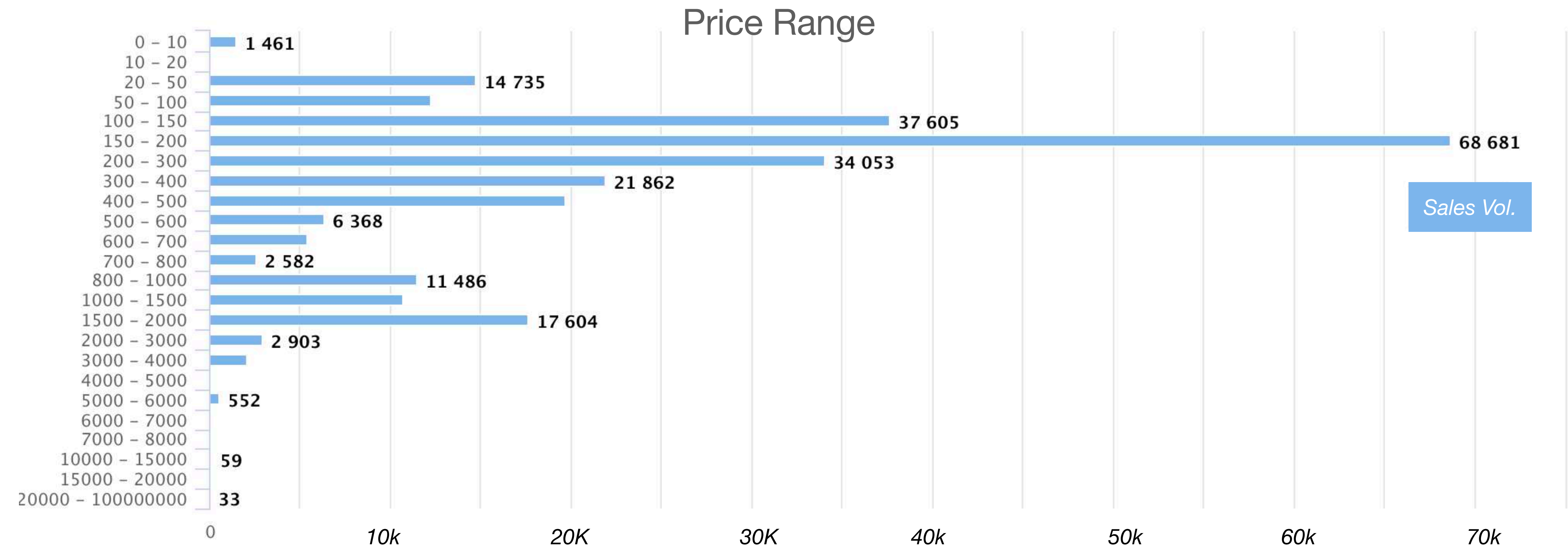
SUB-CATEGORY - BEAUTY SUPPLEMENTS

July 2020

Brands: 473
Shops: 582

SKUs online : 2,835
Sales Vol: 270,242

Sales Revenue: 130,355,872 RMB








Price distribution (in RMB)

SUB-CATEGORY - HEALTH FUNCTIONAL FOODS

This category includes products in the following sub-categories:

- Dietary supplement biscuits
- Meal replacement
- Dietary supplement jelly
- Functional beverage

Top 5 best-selling products

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <div>自然之宝美国进口软糖促进胶原蛋白合成 掌柜: NaturesBou...</div>	Nature's bounty	198 RMB	100.09 RMB	10,308	1,031,698 RMB
 <div>自然之宝胶原蛋白软糖水果糖健美妍美白 掌柜: OptimalSol...</div>	Optimal Solutions	166 RMB	96.9 RMB	9,042	876,129 RMB
 <div>自然之宝美国复合维生素软糖40覆盆子 掌柜: NaturesBou...</div>	Nature's bounty	269 RMB	127.85 RMB	6,591	842,662 RMB
 <div>王一博同款德国zirkulin哲库林蜂胶润喉 掌柜: zirkulin海外...</div>	Zirkulin	116 RMB	58 RMB	4,618	267,844 RMB
 <div>vitafusion美国进口女士复合维生素综合 掌柜: vitafusion海...</div>	Vitafusion	259 RMB	153.43 RMB	4,589	704,108.77 RMB

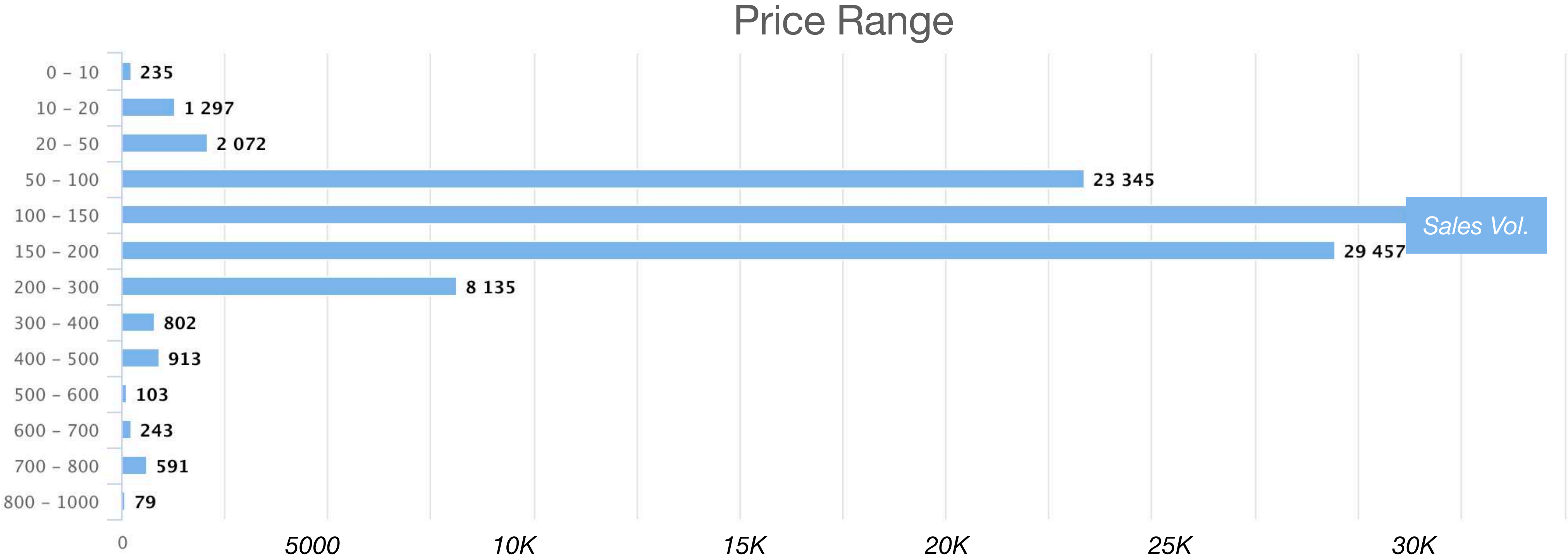
SUB-CATEGORY - HEALTH FUNCTIONAL FOODS

July 2020

Brands: 149
Shops: 210

SKUs online : 685
Sales Vol: 98,576

Sales Revenue: 12,741,090 RMB













Price distribution (in RMB)

SUB-CATEGORY - BUNDLED SUPPLEMENTS

Top 5 best-selling products

This category comprises SKUs that are bundles of products belonging to multiple different categories.

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 FANCL进口口罩5枚 入 掌柜: FANCLHeal... 	FANCL	9.9 RMB	9.9 RMB	443	4,384.02 RMB
 FANCL便携式小药 盒 (参考规格: 5*4* 掌柜: FANCLHeal... 	FANCL	48 RMB	48 RMB	438	21,024 RMB
 美国进口Move Free 氨糖礼盒氨糖维骨力 掌柜: movefree官... 	MoveFree	647 RMB	598.33 RMB	431	257,879 RMB
 FANCL定制专属礼 盒 30+女综合营养包 掌柜: FANCLHeal... 	FANCL	866 RMB	408.92 RMB	253	103,457 RMB
 【礼盒】Cenovis萃 益维维生素C咀嚼片 掌柜: Cenovis海... 	Cenovis	799 RMB	238.91 RMB	170	40,615 RMB

SUB-CATEGORY - BUNDLED SUPPLEMENTS

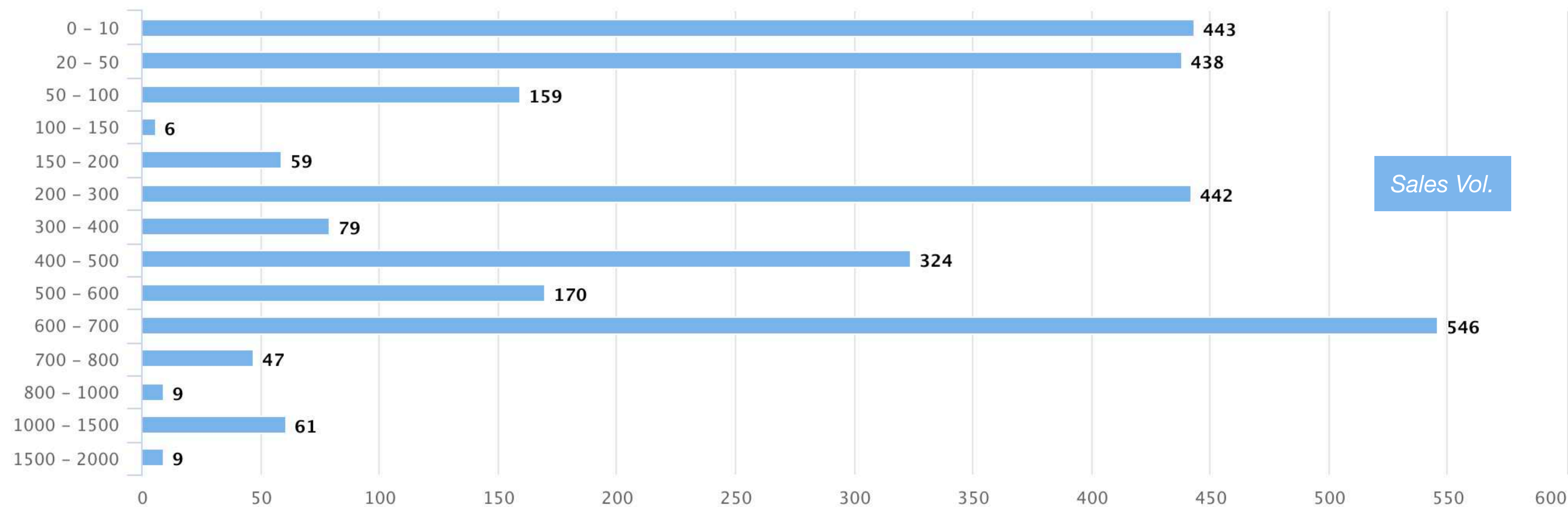
July 2020

Brands: 32
Shops: 30

SKUs online : 45
Sales Vol: 2,792

Sales Revenue: 847,533 RMB

Price Range








Price distribution (in RMB)

SUB-CATEGORY - SPORTS & SLIMMING

Top 5 best-selling products

This category includes products in the following sub-categories:

- Post-workout recovery
- Sports performance enhancement
- Weight management

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <div>Myvitamins英国CLA 共轭亚油酸120粒阻 掌柜: myvitamins...</div>	Myvitamins	198 RMB	148.77 RMB	2,173	323,267 RMB
 <div>MuscleTech肌肉科 技复合维生素健身多 掌柜: muscletech...</div>	MuscleTech	398 RMB	180.56 RMB	2,129	384,412 RMB
 <div>MuscleTech肌肉科 技三倍复合肌酸健身 掌柜: muscletech...</div>	MuscleTech	999 RMB	159.82 RMB	1,485	237,340 RMB
 <div>德国黄瓶CLA共轭亚 油酸 阻断碳水控制 掌柜: IRONMAX...</div>	IRONMAXX	298 RMB	266.34 RMB	1,461	389,118 RMB
 <div>MuscleTech肌肉科 技左旋肉碱官方旗舰 掌柜: muscletech...</div>	MuscleTech	599 RMB	212.63 RMB	1,441	306,400 RMB

SUB-CATEGORY - SPORTS & SLIMMING

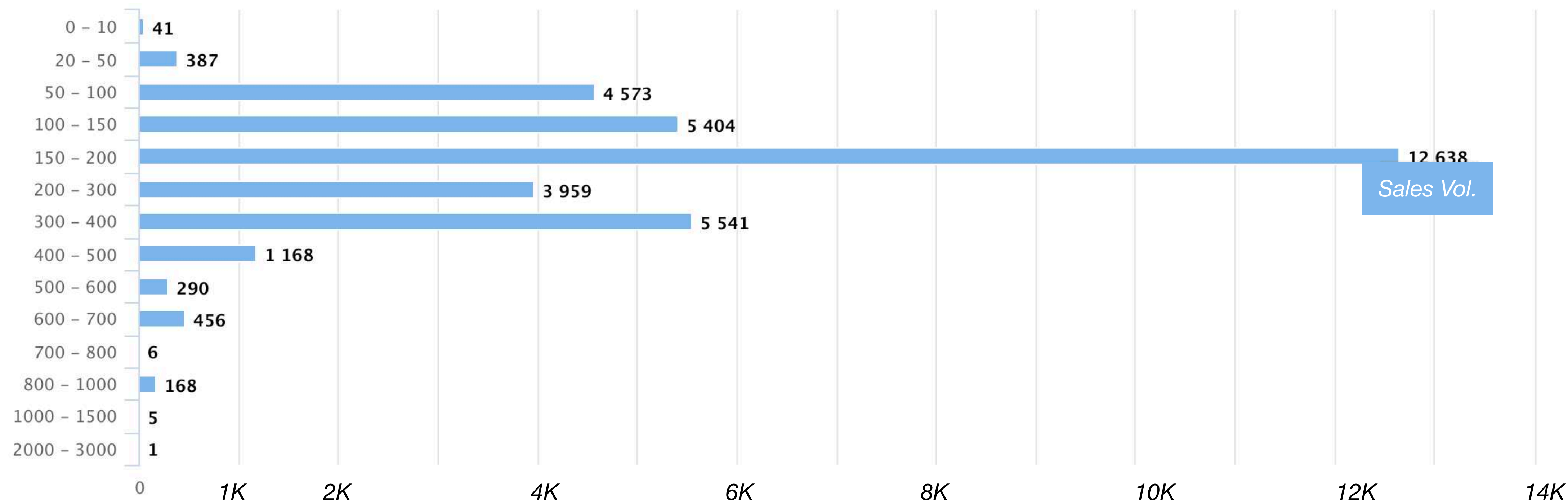
July 2020

Brands: 56
Shops: 62

SKUs online : 306
Sales Vol: 34,637

Sales Revenue: 739,781 RMB

Price Range








Price distribution (in RMB)

SUB-CATEGORY - OTHER SUPPLEMENTS

Top 5 best-selling products

This category includes products in the following sub-categories:

- Replenishing supplement drinks
- Other nutritional supplements

PRODUCT	BRAND	LISTED PRICE	SELLING PRICE	SALES VOL	SALES REVENUE
 <p>[吃货Amy]吃不胖 丝蓓缇pakkun糖质掌柜: 吴潇潇白蛇</p>	Svelty	6.5 RMB	6.5 RMB	46,500	302,250 RMB
 <p>缓解预防驾考面试演讲驾照考试不紧张减掌柜: tb75944348...</p>	Bach	49.9 RMB	38.99 RMB	4,064	158,455 RMB
 <p>维兰德大脑能量补充 Weyland Energy集掌柜: 雪夜孤寒</p>	Weyland	1.1 RMB	1.1 RMB	4,016	4,418 RMB
 <p>FANCL姜黄革命10粒*2 解酒丸快速醒掌柜: 阿里健康海...</p>	Webeauty	192 RMB	150 RMB	2,472	370,800 RMB
 <p>日本 爱吃的秘密吃不胖 让一切消失白掌柜: w优雅年华w</p>	Weyland	1.88 RMB	1.86 RMB	2,453	4,565 RMB

SUB-CATEGORY - OTHER SUPPLEMENTS

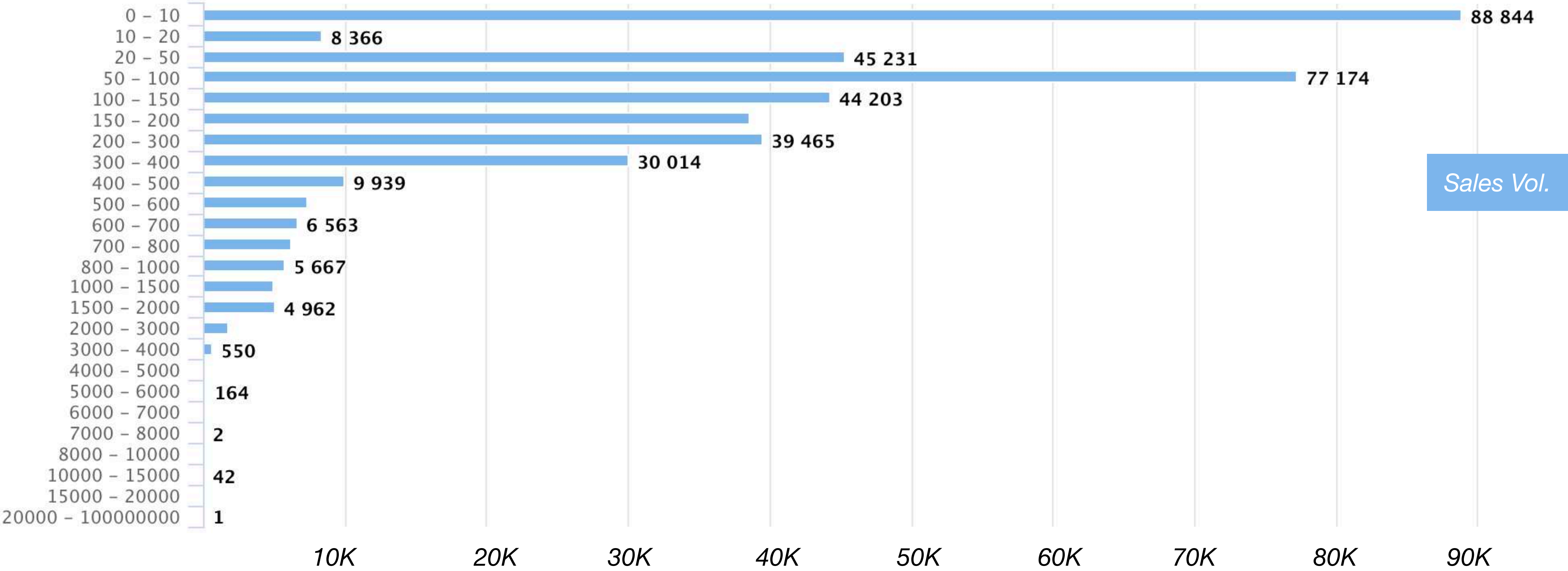
July 2020

Brands: 1,232
Shops: 1,910

SKUs online : 14,767
Sales Vol: 419,919

Sales Revenue: 87,213,148 RMB

Price Range



Price distribution (in RMB)

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:



facebook.com/tmogroup



twitter.com/Tmogroup_SH



linkedin.com/company/tmo-group

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.