

TMO GROUP PRESENTS

CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market
October 2020 Edition



TMO 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](#).

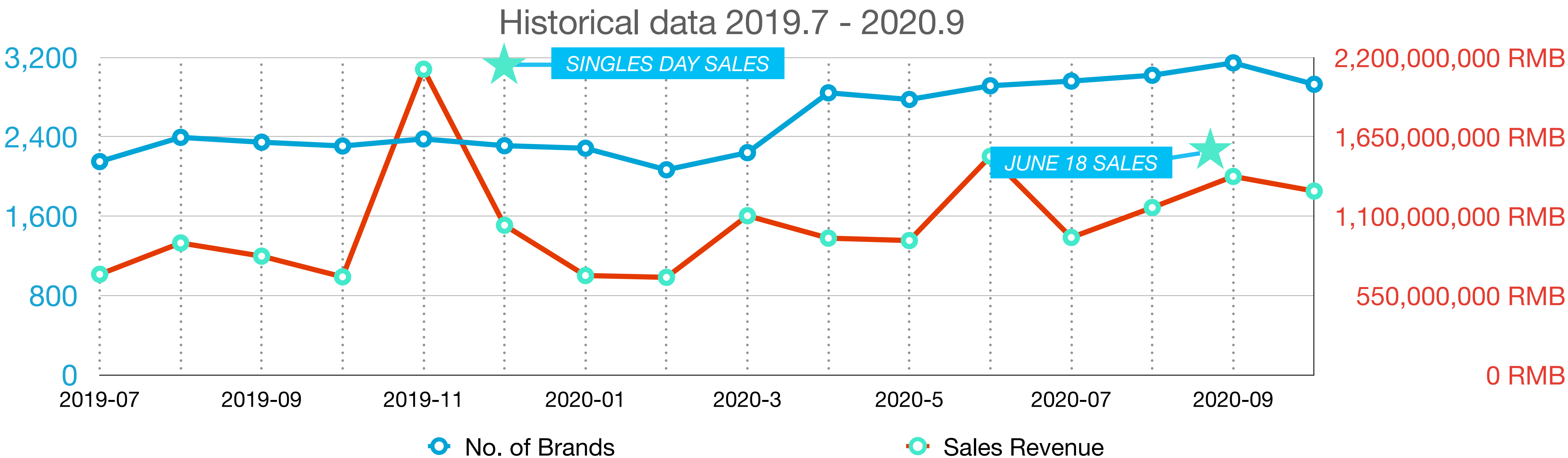
OVERSEAS FOOD & SUPPLEMENT MARKET

October 2020

Brands: 2,929
Shops: 3,558

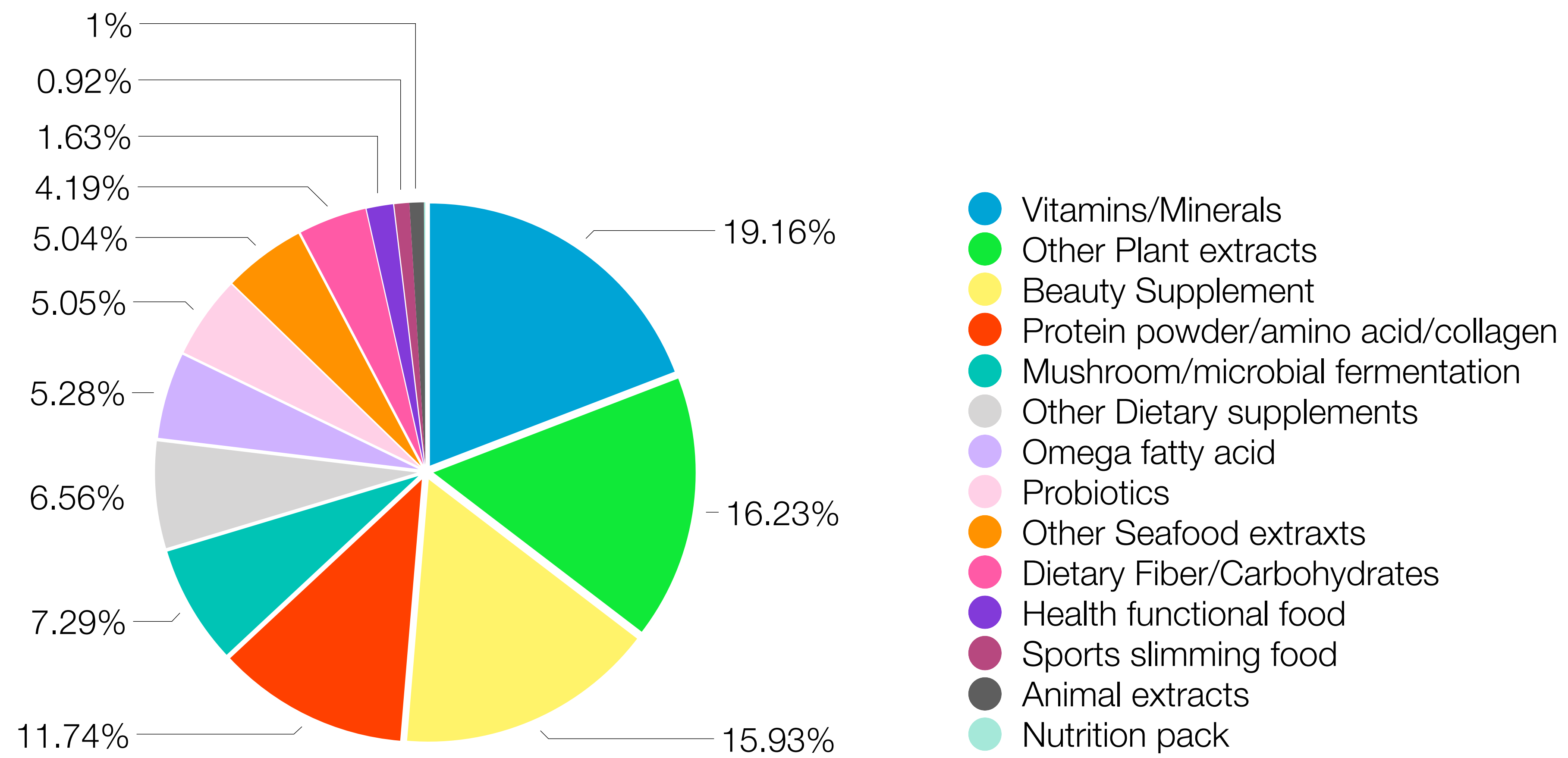
SKUs online : 82,510
Sales Vol.: 6,405,718

Sales Revenue: 1,273,534,408 RMB



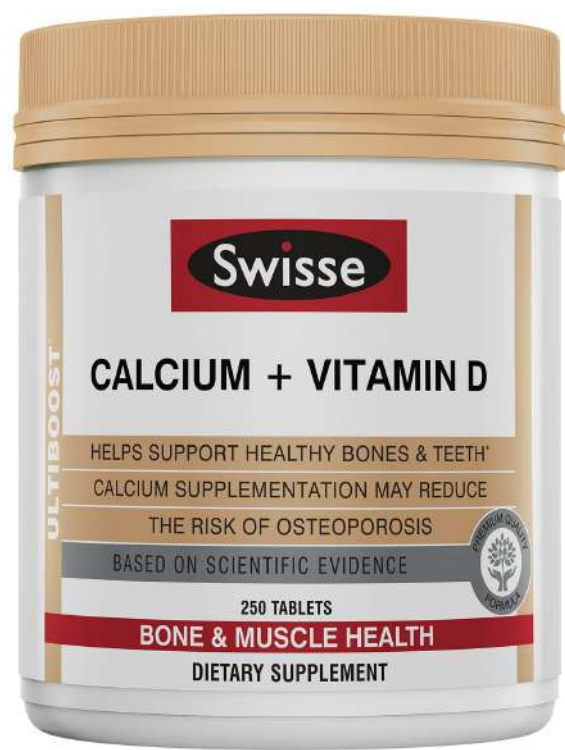
* Data was collected at end of August 2020, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

SUB-CATEGORY MARKET SHARE



* Ranked by monthly sales revenue

TOP 5 BEST-SELLING PRODUCTS



NO. 1

澳洲进口Swisse斯维诗娘娘钙柠檬酸钙补钙孕妇钙片钙片150片

Product: Calcium+Vitamin D
Brand: Swisse
Listed price: 238 RMB
Selling price: 169 RMB
Sales revenue: 24,197,082 RMB
Sales: 143,178

NO. 2

王一博同款德国zirkulin哲库林进口无糖润喉糖30粒

Product: Throat lozenge
Brand: Zirkulin
Listed price: 116 RMB
Selling price: 57.99 RMB
Sales revenue: 5,922,472 RMB
Sales: 102,133

NO. 3

【推荐】Swisse葡萄籽精华片180片 ksxb

Product: Grape seed
Brand: Swisse
Listed price: 339 RMB
Selling price: 190.6 RMB
Sales revenue: 16,713,699 RMB
Sales: 87,691

NO. 4

澳洲Swisse斯维诗蔓越莓提取精华胶囊女士30粒

Product: Cranberry
Brand: Swisse
Listed price: 198 RMB
Selling price: 168.98 RMB
Sales revenue: 14,354,036 RMB
Sales: 84,944

NO. 5

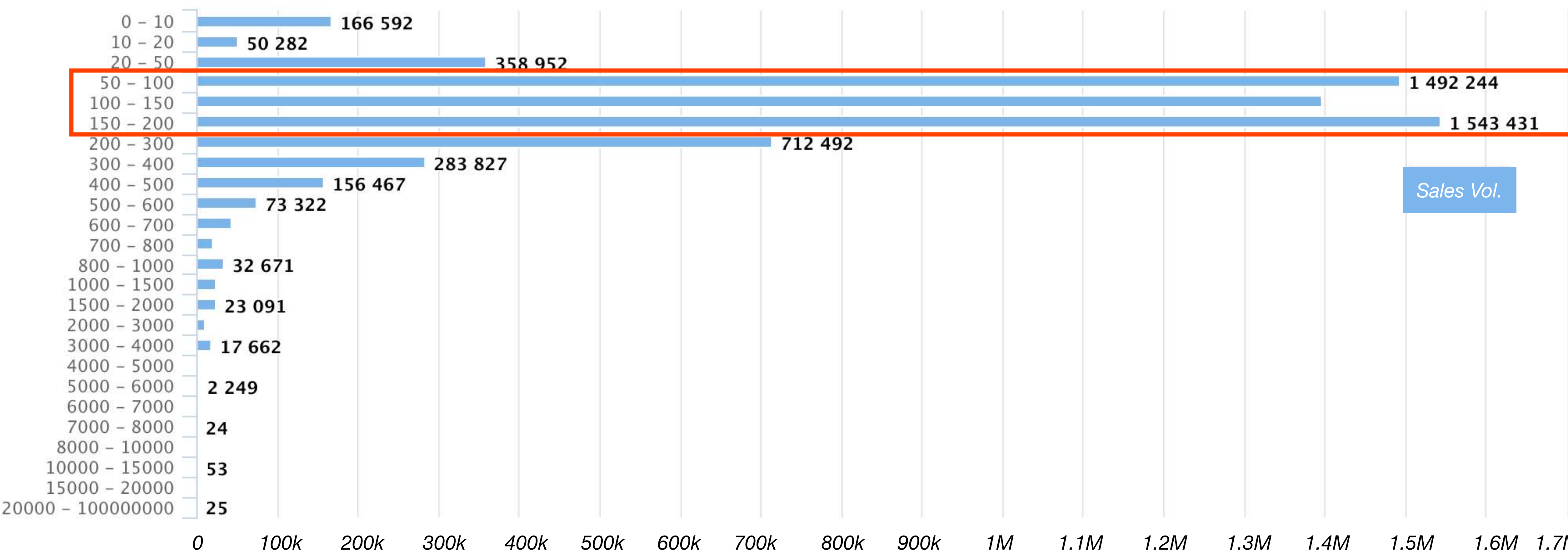
ISDG日本进口夜间酵素 232种植物果蔬水果孝素清肠排宿便120粒/袋

Product: Enzyme
Brand: ISDG
Listed price: 358 RMB
Selling price: 157.51 RMB
Sales revenue: 13,040,634 RMB
Sales: 82,793

BEST-SELLING PRODUCTS (#6-15)

NO	PRODUCT TITLE	LINK	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	美国朴诺叶黄素护眼丸 叶黄色素近视体素非儿童蓝莓片保健品专利	http://item.taobao.com/item.htm?id=546743046632	Pipingrock	398	109.0	60,813	6,626,836
7	【正品】澳洲cenovis萃益维维生素c咀嚼片美白无糖VC片300粒/瓶	http://item.taobao.com/item.htm?id=578222736572	Cenovis	359	91.3	42,897	3,918,423
8	OLLY褪黑素sleep安瓶助眠美国软糖睡眠糖sleepwell褪黑素软糖	http://item.taobao.com/item.htm?id=613707734468	Olly	269	187.5	41,487	7,777,203
9	【推荐】Swisse奶蓟草片120粒 ksxb	http://item.taobao.com/item.htm?id=629607215164	Swisse	298	222.9	35,365	7,884,120
10	液体钙片碳酸钙产品女性青少年学生长高 成年男青年长高钙片神器	http://item.taobao.com/item.htm?id=571675223321	Pipingrock	399	85.4	32,707	2,793,748.41
11	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	http://item.taobao.com/item.htm?id=596446267153	Nature's truth	198	90.1	29,778	2,682,932
12	吃货Amy 吃不胖丝蓆缇pakkun糖分分解酵素酵母抗糖粉末吸油排脂	http://item.taobao.com/item.htm?id=608541846318	Svelty	6.5	6.4	28,072	179,972
13	Swisse斯维诗钙片维生素D150片孕妇VD钙成人老年补钙	http://item.taobao.com/item.htm?id=587870618119	Swisse	238	105.0	27,242	2,859,770
14	【推荐】Swisse斯维诗深海鱼油软胶囊1000mg ksxb	http://item.taobao.com/item.htm?id=629261908781	Swisse	333	333.0	25,456	8,476,848
15	Meta美达施膳食纤维粉114次纤维素粉无糖清肠排便非酵素	http://item.taobao.com/item.htm?id=586773083765	Metamucil	300	169.0	24,567	4,151,823

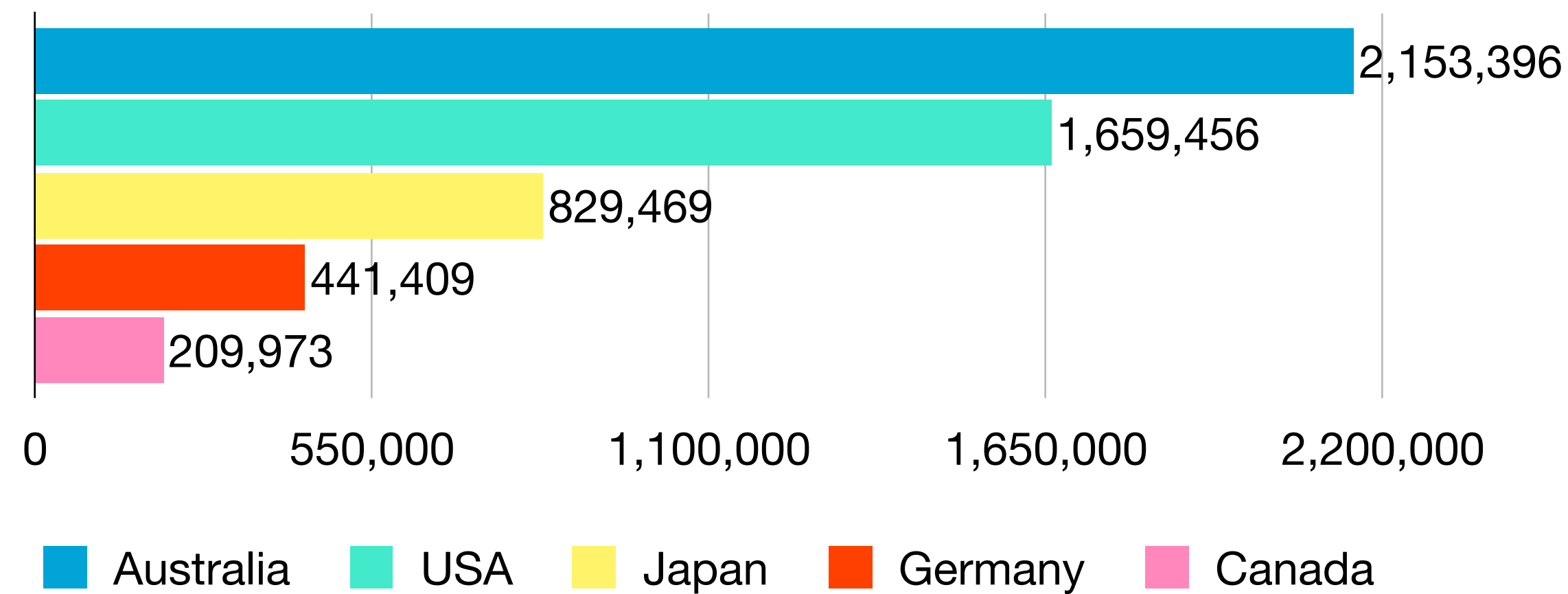
PRODUCT PRICE RANGE



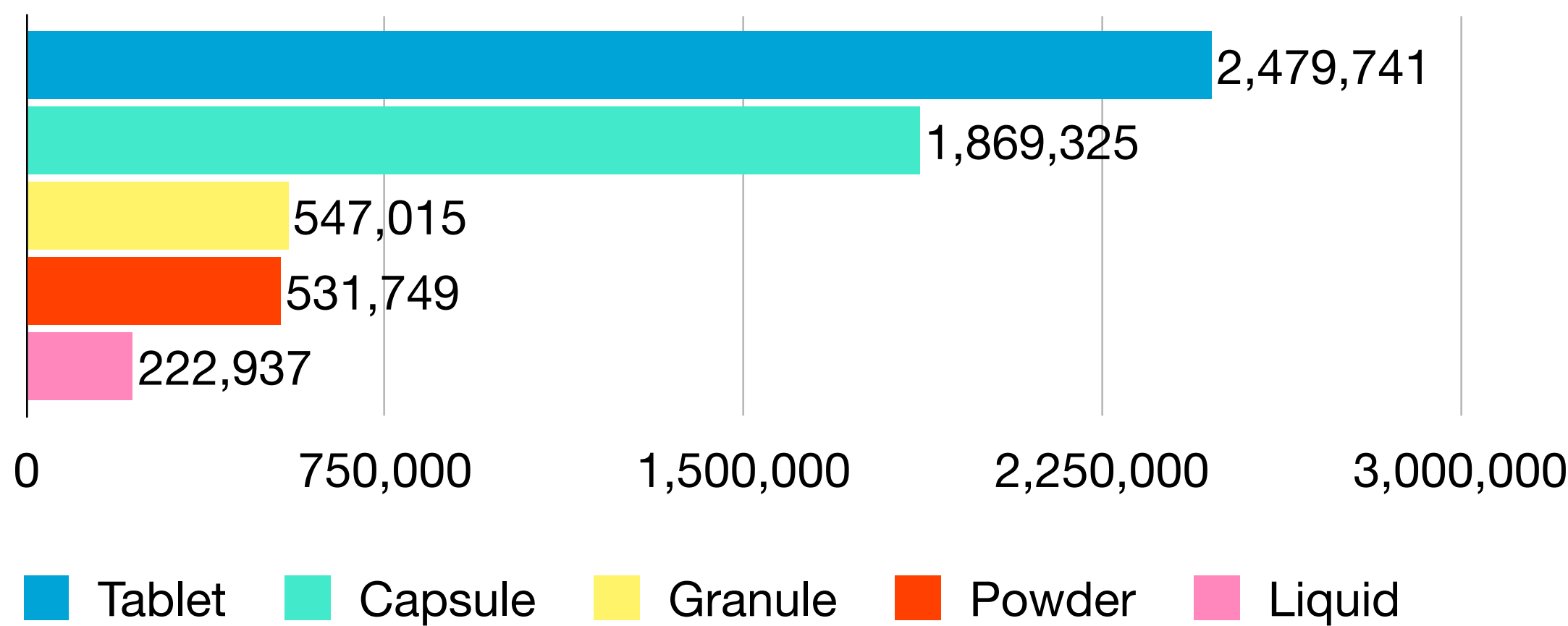
Price distribution (in RMB)
* Ranked by monthly sales volume

POPULAR PRODUCT CHARACTERISTICS - 1

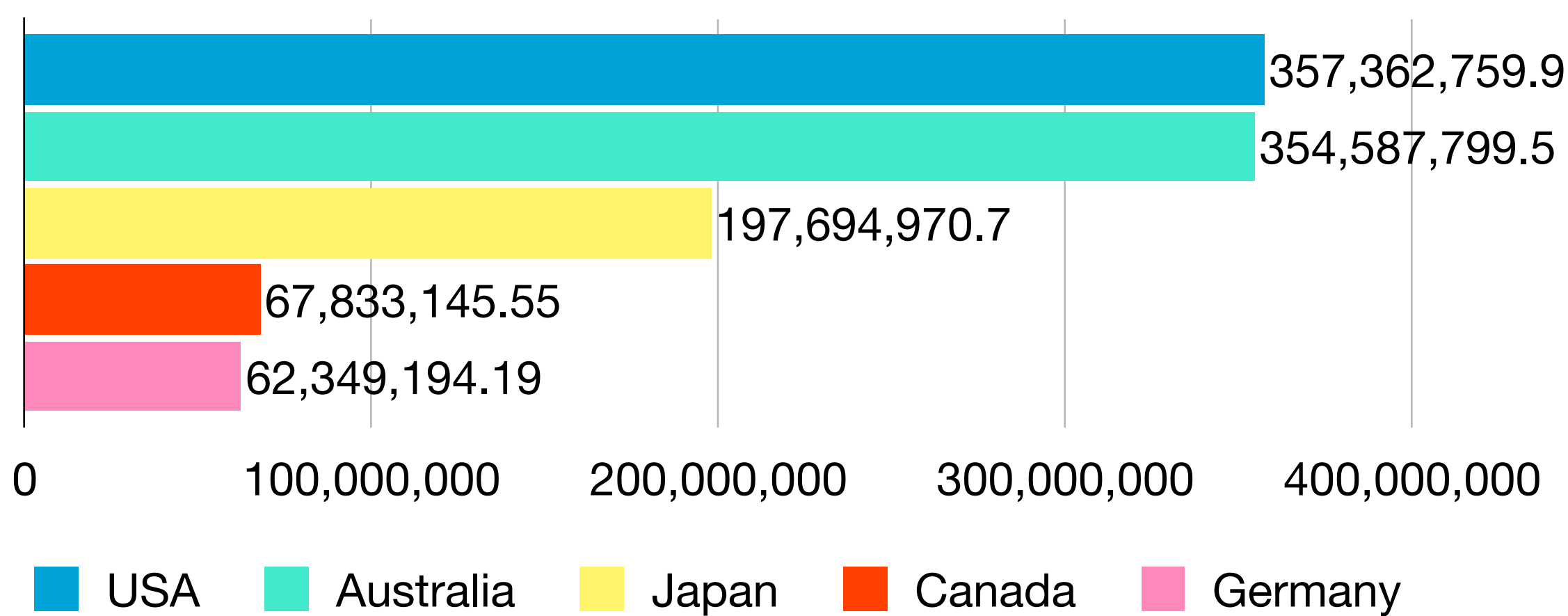
Monthly Sales Volume by Country of Origin



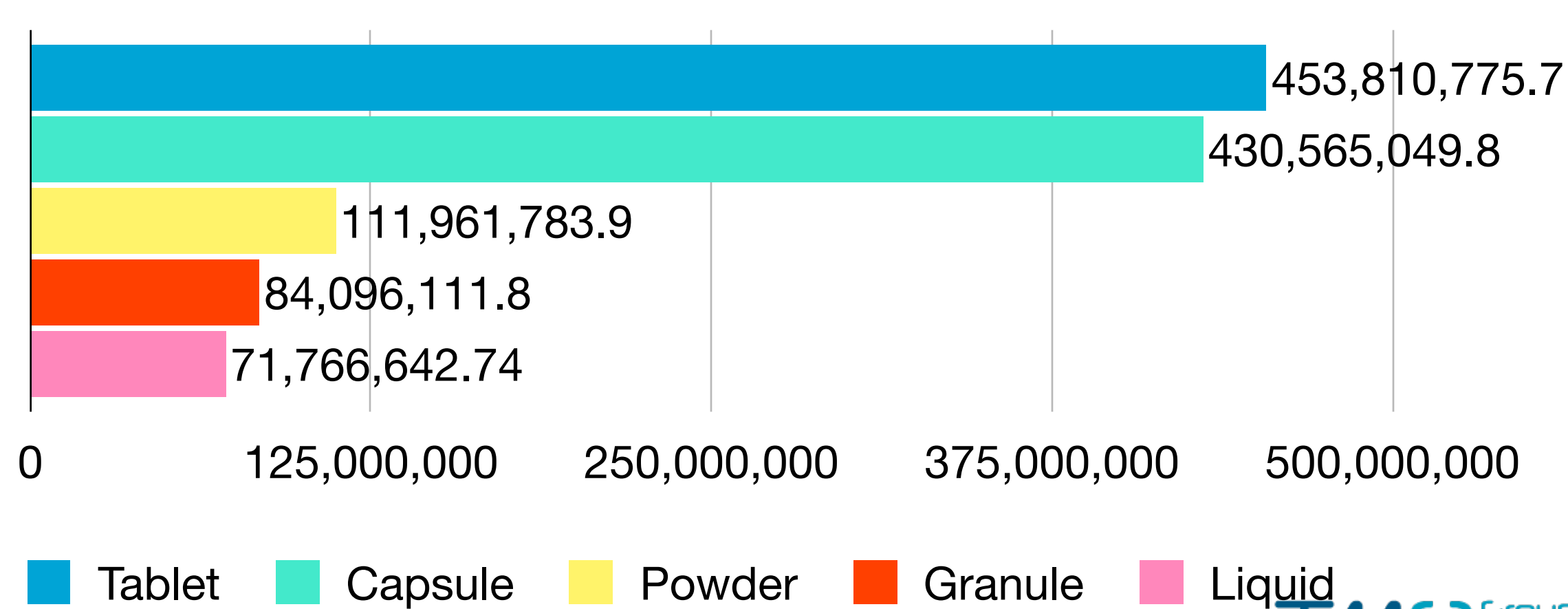
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin

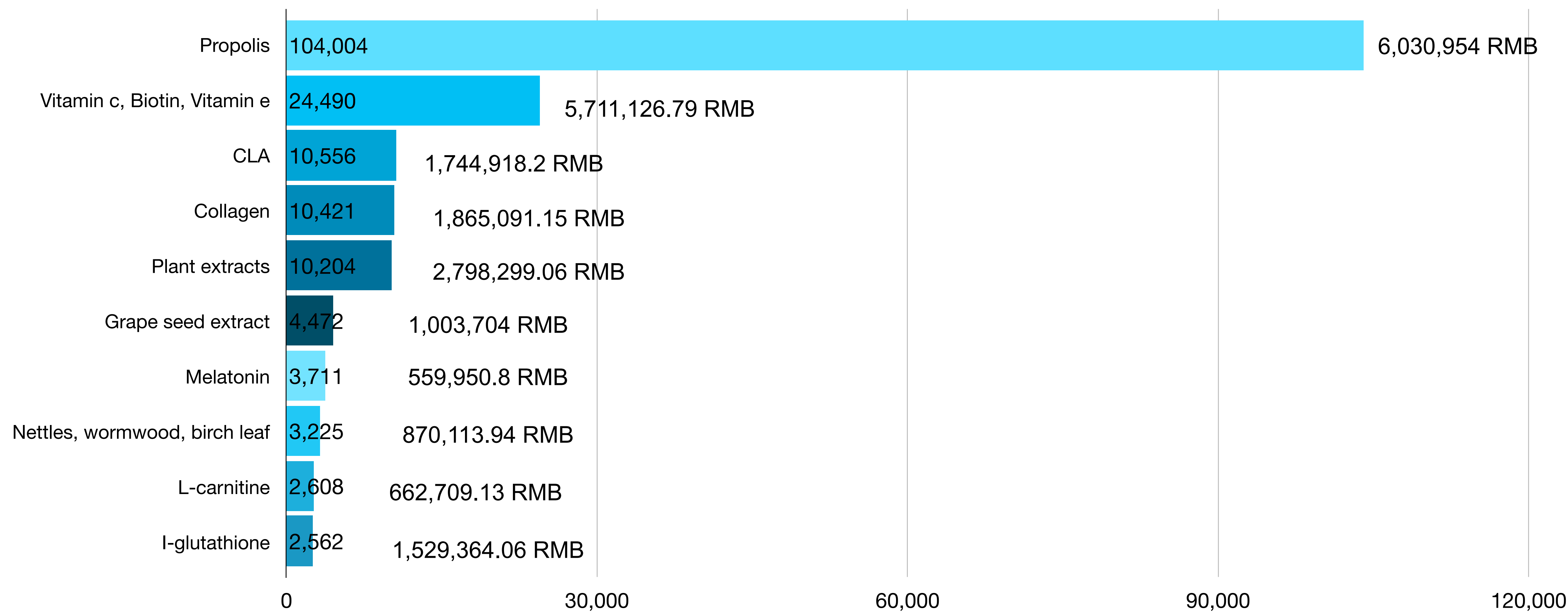


Monthly Sales Revenue (RMB) by Product Form



POPULAR PRODUCT CHARACTERISTICS - 2

Monthly Sales Volume and Revenue (RMB) by Nutritional Ingredient



TOP 20 SEARCH KEYWORDS

Melatonin	261,718
Vitamins	235,120
nmn	205,800
Blemish	169,676
dha	160,629
Glucosamine	151,166
Reduce fat and increase muscle	125,769
swisse	123,731
multi-vitamins	122,852
Vitamin b	113,875
Vitamin b6	103,529
Vitamin d	101,275
Glucosamine Chondroitin plus calcium	97,620
L-carnitine	97,271
Coenzyme q10	93,943
Whey Protein	91,531
Calcium supplement for women	86,042
fish oil	83,034
Liver protector	80,399
Tonic	79,796

RISING KEYWORDS



FASTEST-GROWING PRODUCTS



NO. 1

王一博同款德国zirkulin哲库林进口
无糖润喉糖30粒

Product: Throat lozenge
Brand: Zirkulin
Listed price: 116 RMB
Sales price: 58 RMB
Sales: 102,133

NO. 2

美国朴诺叶黄素护眼丸 叶黄色素近
视体素非儿童蓝莓片保健品专利

Product: Lutein
Brand: Pipingrock
Listed price: 398 RMB
Sales price: 98 RMB
Sales: 60,813

NO. 3

【正品】澳洲cenovis萃益维维生素
c咀嚼片美白无糖VC片300粒/瓶

Product: Sugarless Vitamin C
Brand: Cenovis
Listed price: 359 RMB
Sales price: 99 RMB
Sales: 42,897

NO. 4

ISDG日本进口夜间酵素 232种植物
果蔬水果孝素清肠排宿便120粒/袋

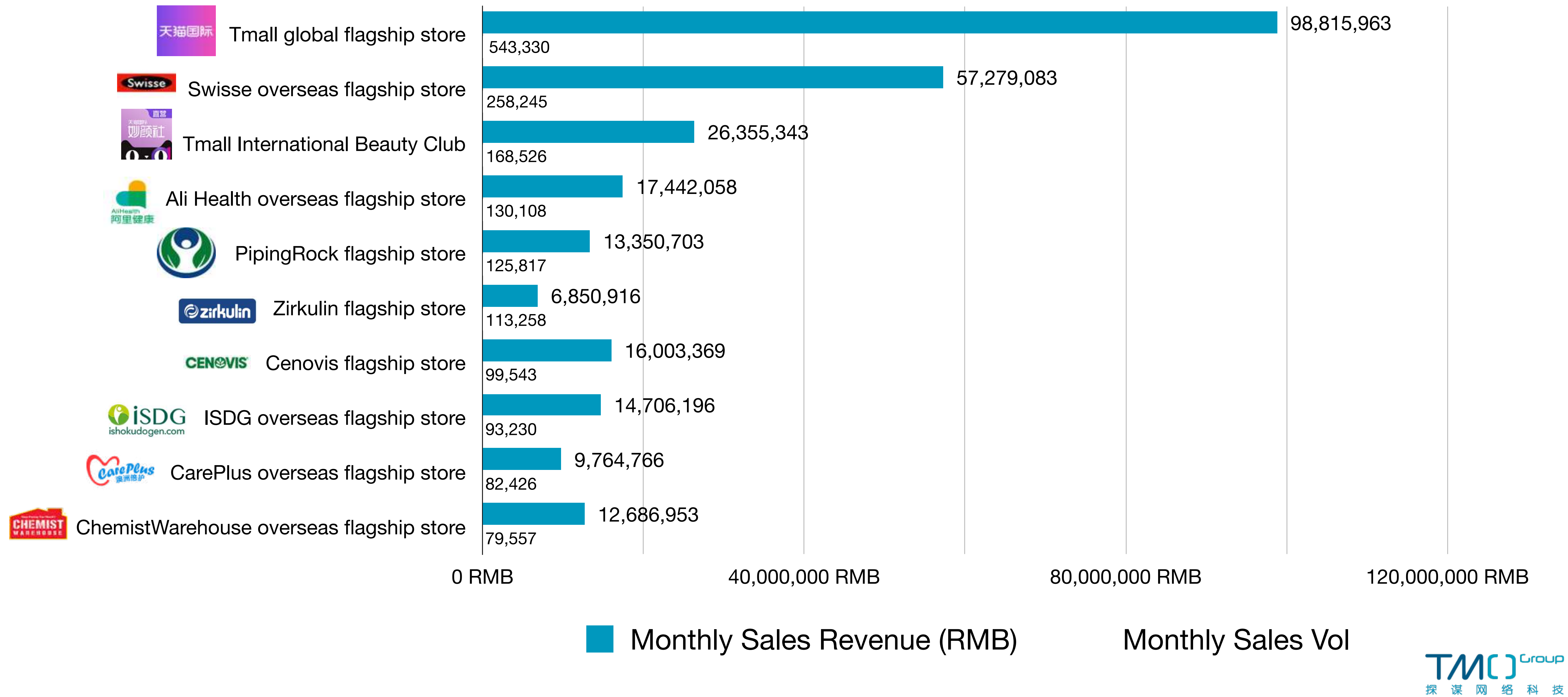
Product: Enzyme
Brand: ISDG
Listed price: 358 RMB
Sales price: 158 RMB
Sales: 82,793

NO. 5

美国VitaFusion女士多维软糖营养补
钙补充维生素150粒

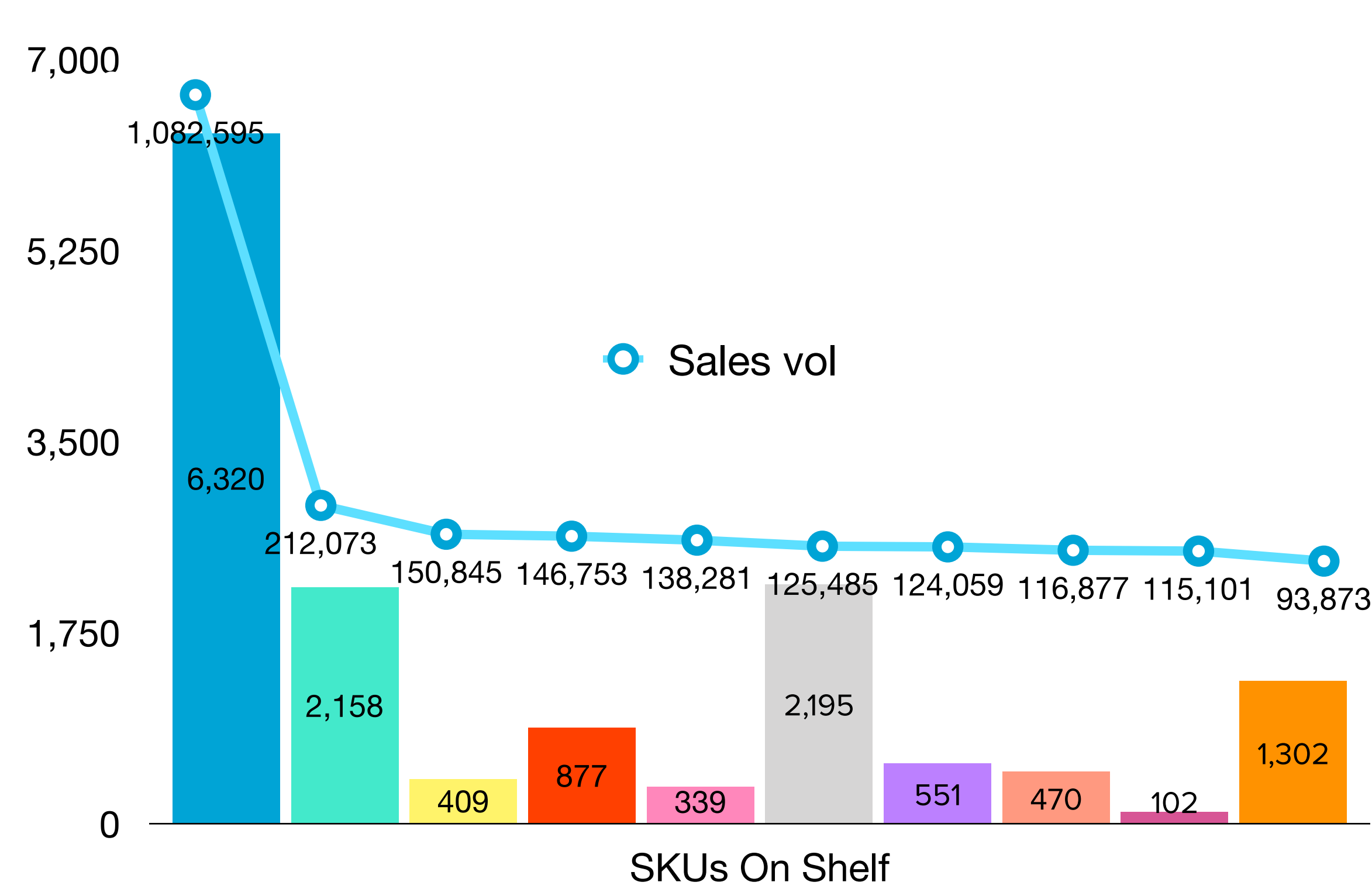
Product: Melatonin
Brand: VitaFusion
Listed price: 259 RMB
Sales price: 148 RMB
Sales: 9,784

TOP 10 CROSS-BORDER STORES



TOP 10 HEALTH SUPPLEMENTS BRANDS

Top 10 Health Supplements Brands by Sales Volume



KEY	BRAND	REVENUE (RMB)	COUNTRY ORIGIN
	Swisse	172,474,456	Australia
	Blackmores	32,989,497	Australia
	Nu – lax	11,543,987	Australia
	Pipingrock	15,586,758	USA
	Cenovis	20,251,369	Switzerland
	Puritan’s pride	14,008,383	USA
	ISDG	19,247,119	Japan
	Vitafusion	13,517,735	USA
	Zirkulin	7,037,499	Germany
	Healthy care	11,337,244	Australia

SUB-CATEGORY - VITAMINS / MINERALS

Top 5 best-selling products

This category includes products containing the below ingredients:

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

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
澳洲进口Swisse斯维诗娘娘钙柠檬酸钙补钙孕妇钙片钙片150片	Swisse	238	169	143,178	24,197,082
【正品】澳洲cenovis萃益维维生素c咀嚼片美白无糖VC片300粒/瓶	Cenovis	359	91.34	42,897	3,918,423
液体钙片碳酸钙产品女性青少年学生长高 成年男青年长高钙片神器	Pipingrock	399	85.42	32,707	2,793,748
Swisse斯维诗钙片维生素D150片孕妇VD钙成人老年补钙	Swisse	238	104.98	27,242	2,859,770
华晨宇同款维生素C	Cenovis	359	358.92	19,954	7,161,866

SUB-CATEGORY - VITAMINS / MINERALS

October 2020

Brands: 869

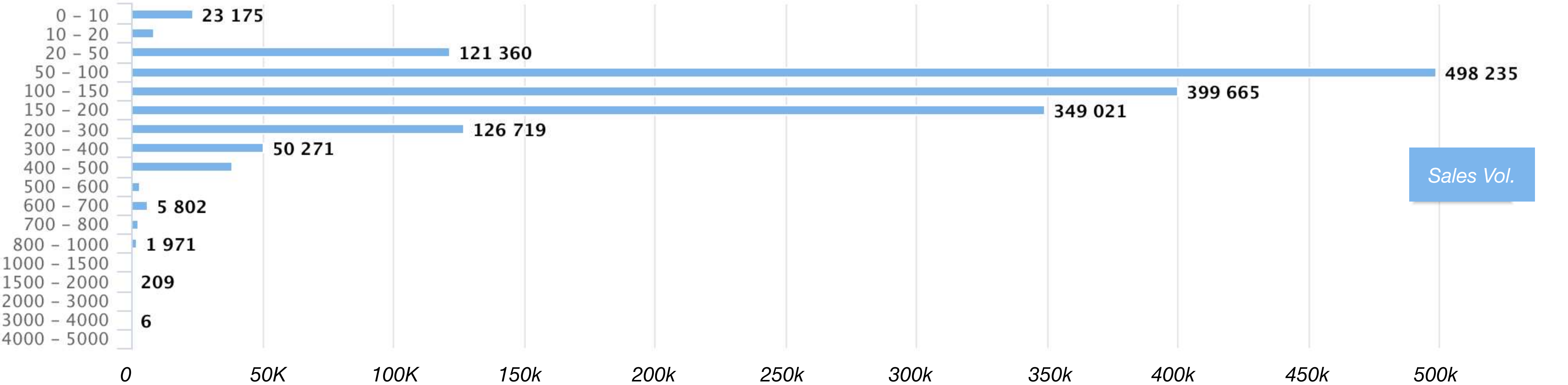
Shops: 2,138

SKUs online: 19,280

Sales Vol: 1,629,033

Sales Revenue: 244,005,553 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - OTHER SEAFOOD EXTRACTS

Top 5 best-selling products

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
- Glucosamine
- Chitin

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
【正品直营】 BLACKMORES澳佳宝氨糖 维骨力180粒 呵护关节健康	Blackmores	399	178.75	15,031	2,686,834
【正品直营】 BLACKMORES澳佳宝关节 灵维骨力180粒*2	Blackmores	300	357.11	9,991	3,567,878
德国进口氨糖软骨素维骨力 关节灵骨维力硫酸氨基葡萄 糖胺胶囊宝	Sanaexpert	598	197.91	9,928	1,964,836
美国进口SchiffMoveFree益 节 氨糖软骨素维骨力氨基葡 萄糖120粒*2	Move free	429	414.34	9,613	3,983,027
【明星推荐】goodhealth新 西兰牡蛎精华胶囊生蚝精男	Good health	198	109.01	8,254	899,775

SUB-CATEGORY - OTHER SEAFOOD EXTRACTS

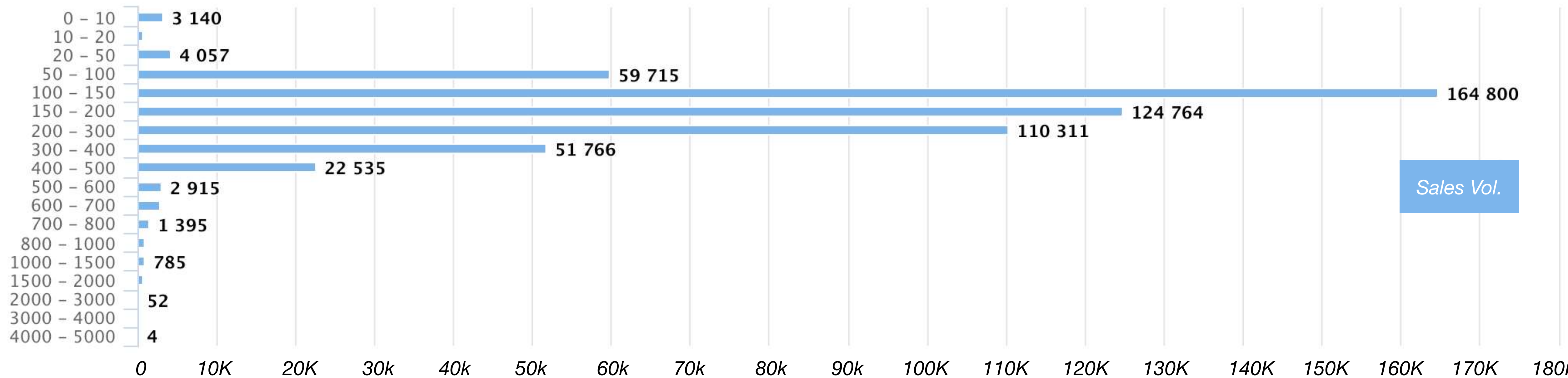
October 2020

Brands: 199
Shops: 269

SKUs online : 3,648
Sales Vol: 265,054

Sales Revenue: 64,158,631 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - MUSHROOM/MICROBIAL FERMENTATION

Top 5 best-selling products

This category includes products containing the below ingredients:

- Coenzyme Q10
- Red goji berry
- Enzyme

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
ISDG日本进口夜间酵素 232种植物果蔬水果孝素清肠排宿便120粒/袋	ISDG	358	157.51	82,793	13,040,634
吃不胖的秘密！日本SVELTY丝蓓缇酵素pakkun糖质分解酵母	Svelty	7.9	5.9	16,398	96,738
MDC抗糖丸 碳水阻断剂日本抗油抗糖丸酵素清肠排宿便吃货的福音	Metabolic	228	173.69	10,547	1,831,952
陈数万茜同款日本SVELTY丝蓓缇3倍糖分解酵母pakkun抗糖酵素孝素	Svelty	202	185.06	9,459	1,750,497
日本dokkan酵素抖康植物酵素果蔬金装香槟金升级加强版180粒	dokkan abura das	198	198	6,728	1,332,144

SUB-CATEGORY - MUSHROOM/MICROBIAL FERMENTATION

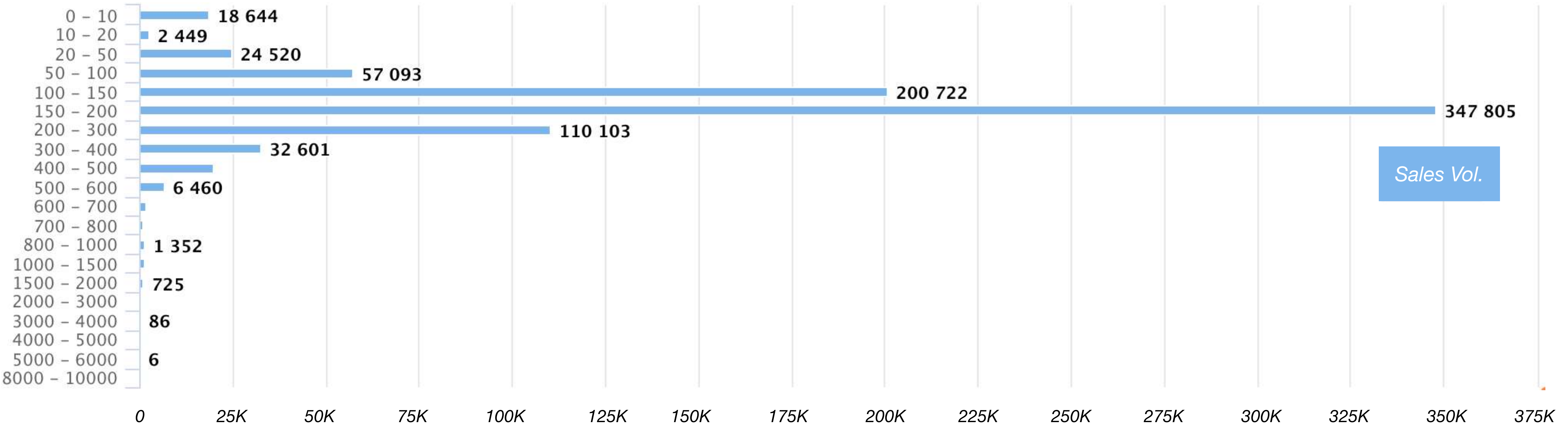
October 2020

Brands: 240
Shops: 582

SKUs online : 4,259
Sales Vol: 502,317

Sales Revenue: 92,847,265 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - PROBIOTICS

Top 5 best-selling products

This category includes products containing the below ingredients:

- Probiotics

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
澳洲NC舒鼻益生菌儿童抗过敏益生菌成人鼻改善过敏体质调理肠胃	Nutrition care	389	195.2	13,138	2,564,566
科立纯女性益生菌口服胶囊女性私处护理妇科孕妇霉菌乳酸杆菌30粒	Clinicians	268	213.71	12,324	2,633,712
LEMONA庆南9C黄胖子维生素C益生菌大人调理肠胃成人维C益生菌粉女	Kyung nam pharm.co.ltd.	376	153.38	11,193	1,716,794
德国双心益生菌益生元大人调理肠胃活性粉助消化胀气便秘胶囊30粒	Doppel herz	429	148.99	11,112	1,655,608
【双11加购】澳洲life space益生菌成人大人调理肠胃肠道助消化	Life space	320	220.26	10,239	2,255,211

SUB-CATEGORY - PROBIOTICS

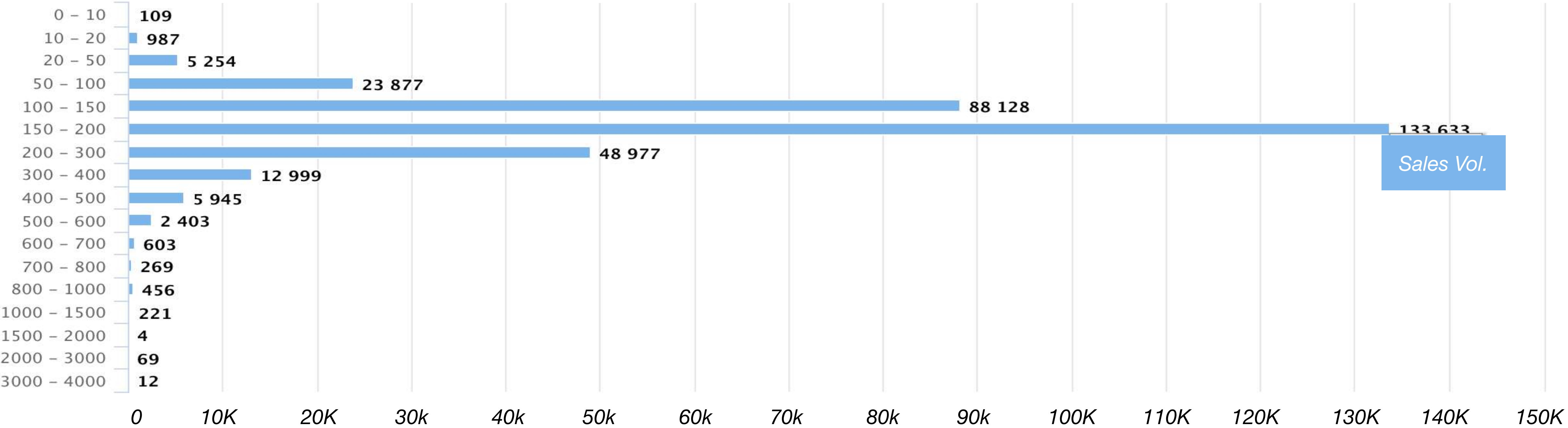
October 2020

Brands: 352
Shops: 945

SKUs online : 3,322
Sales Vol: 323,946

Sales Revenue: 64,365,017 RMB

Price Range



Price distribution (in RMB)

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 (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
OLLY褪黑素sleep安瓶助眠 美国软糖睡眠糖sleepwell退 黑素软糖	Olly	269	187.46	41,487	7,777,203
美国褪黑素sleepwell退黑素 安瓶软糖 助眠神器睡眠片褪 黑色素安眠	Nature's truth	198	90.1	29,778	2,682,932
美国vitafusion褪黑素安瓶 sleepwell睡眠软糖退黑色素 助眠糖 片	Vitafusion	229	98.81	22,452	2,218,578
【黄圣依推荐】BYHEALTH 汤臣倍健小弹丸胶原蛋白水 果糖玫瑰味软糖	By-health	158	147.73	17,072	2,522,036
德国呐兔褪黑素安瓶软糖助 眠退黑素睡眠片神器推褪黑 色素睡眠软糖	Naturelan	259	99.87	15,619	1,559,898

SUB-CATEGORY - PROTEIN POWDERS / AMINO ACIDS / COLLAGEN

October 2020

Brands: 790

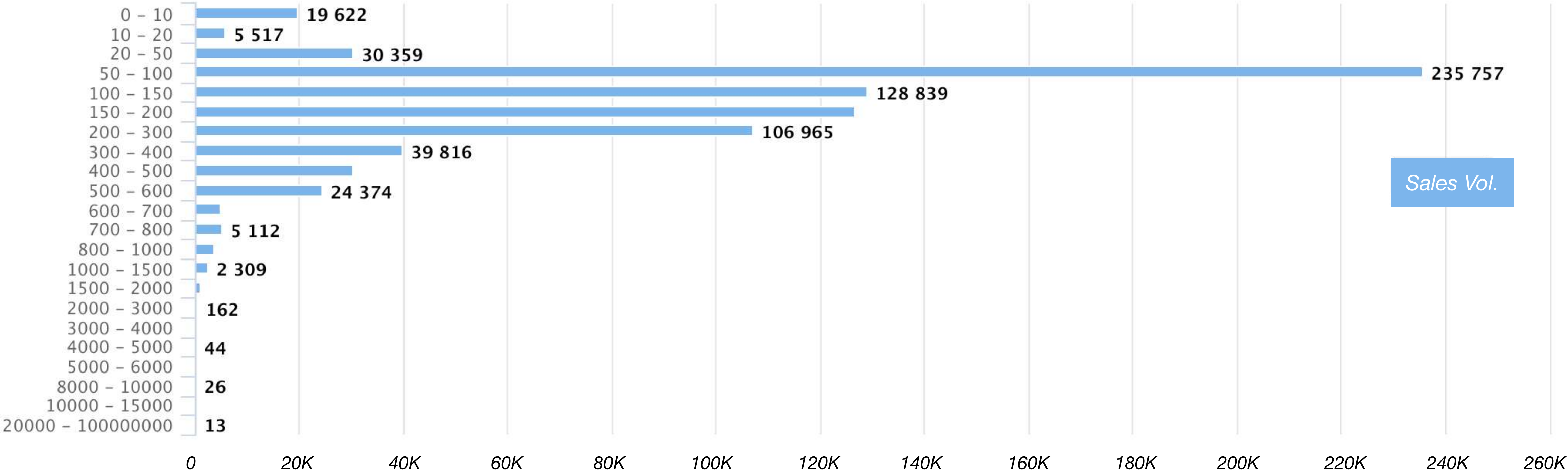
Shops: 1,693

SKUs online : 10,930

Sales Vol: 765,079

Sales Revenue: 149,464,698 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - DIETARY FIBER/CARBOHYDRATES

Top 5 best-selling products

This category includes products containing the below ingredients:

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

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
Meta美达施膳食纤维粉114次纤维素粉无糖清肠排便非酵素	Metamucil	300	169	24,567	4,151,823
王一博澳洲Bioe白芸豆酵素片膳食纤维碳水阻断剂奶片代餐大餐救星	Bio-e	299	171.2	23,698	4,057,000
澳洲Nu-lax乐康膏果蔬成人500g*2盒	Nu – lax	256	190	19,254	3,658,260
【提前加购】意大利百草园清肠片便秘通排便清肠排宿便膳食纤维素	ErbaVita	182	138.75	10,381	1,440,369
nu-lax乐康膏500g澳洲果蔬膏便秘膳食纤维粉清肠排宿便养颜正品	Nu – lax	118	95	7,943	754,585

SUB-CATEGORY - DIETARY FIBER/CARBOHYDRATES

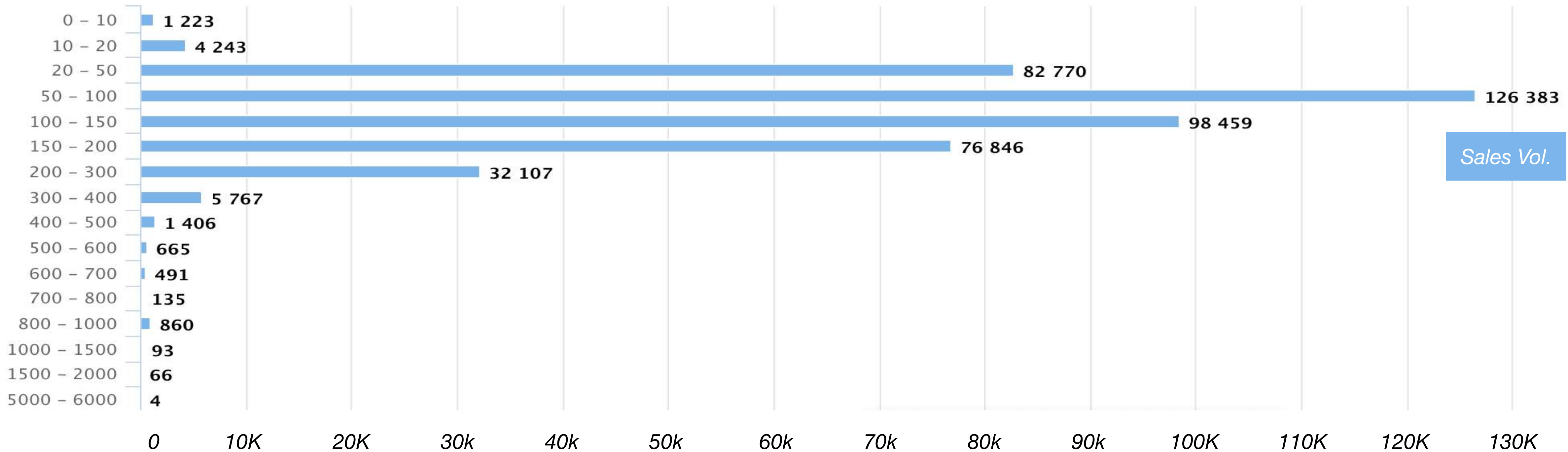
October 2020

Brands:328
Shops: 1,011

SKUs online : 3,419
Sales Vol: 431,518

Sales Revenue: 53,414,676 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - OTHER 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
 - 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 (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
【推荐】Swisse葡萄籽精华片180片 ksxb	Swisse	339	190.6	87,691	16,713,699
澳洲Swisse斯维诗蔓越莓提取精华胶囊女士30粒	Swisse	198	168.98	84,944	14,354,036
美国朴诺叶黄素护眼丸 叶黄素色素近视体素非儿童蓝莓片 保健品专利	Pipingrock	398	108.97	60,813	6,626,836
【推荐】Swisse奶蓟草片120粒 ksxb	Swisse	298	222.94	35,365	7,884,120
美国叶黄素软糖儿童成人近视叶黄素护眼片视力保健品专利非蓝莓	Nature's truth	258	121.67	16,315	1,985,125

SUB-CATEGORY - OTHER PLANT EXTRACTS

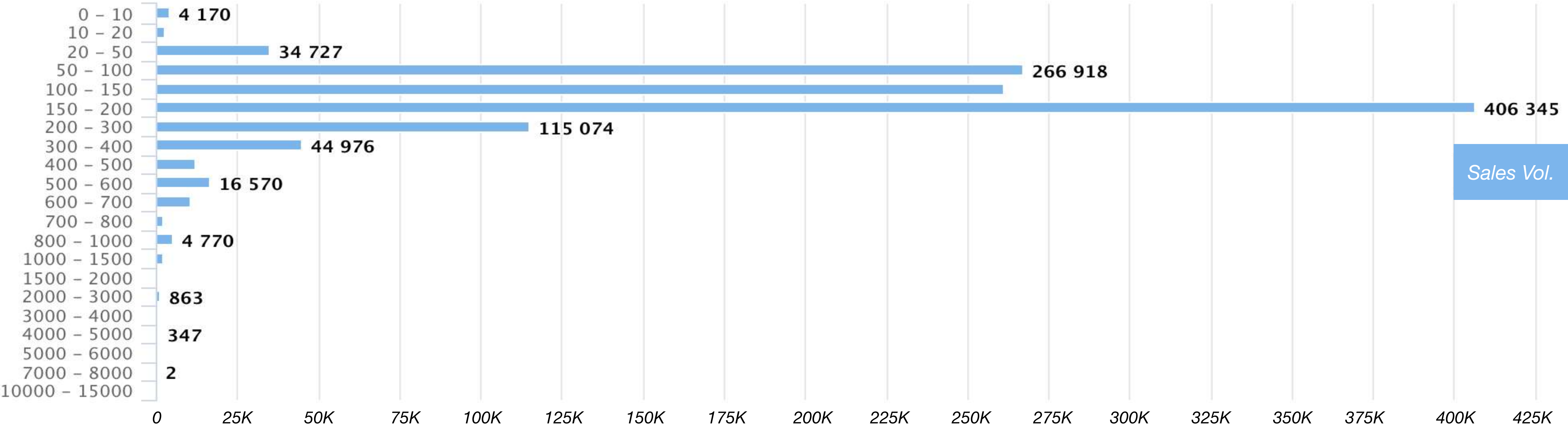
October 2020

Brands: 747
Shops: 1,359

SKUs online : 14,569
Sales Vol: 1,160,741

Sales Revenue: 206,648,549 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - ANIMAL EXTRACTS

Top 5 best-selling products

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

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
【直营】澳洲Healthy Care 金装黑蜂胶软胶囊200粒/瓶 澳大利亚进口	Healthy care	175	109.12	4,382	478,178
wagner蜂胶200粒胶囊	Chemistware house	399	132	2,580	340,560
圣彼德袋鼠精胶囊男人男性 保健品持久成人增大增粗硬 永久延长正品	San peter	398	266.75	2,109	562,572
澳洲进口红袋鼠精胶囊男性 增大持久口服保健正品成人 伟弋一粒牡蛎	Vitamore	699	293.09	2,083	610,513
鹿胎素胶囊子宫卵巢保养早 衰月经闭经调理更年期保健 品雌激素补充	Naturies	980	678.58	1,470	997,510

SUB-CATEGORY - ANIMAL EXTRACTS

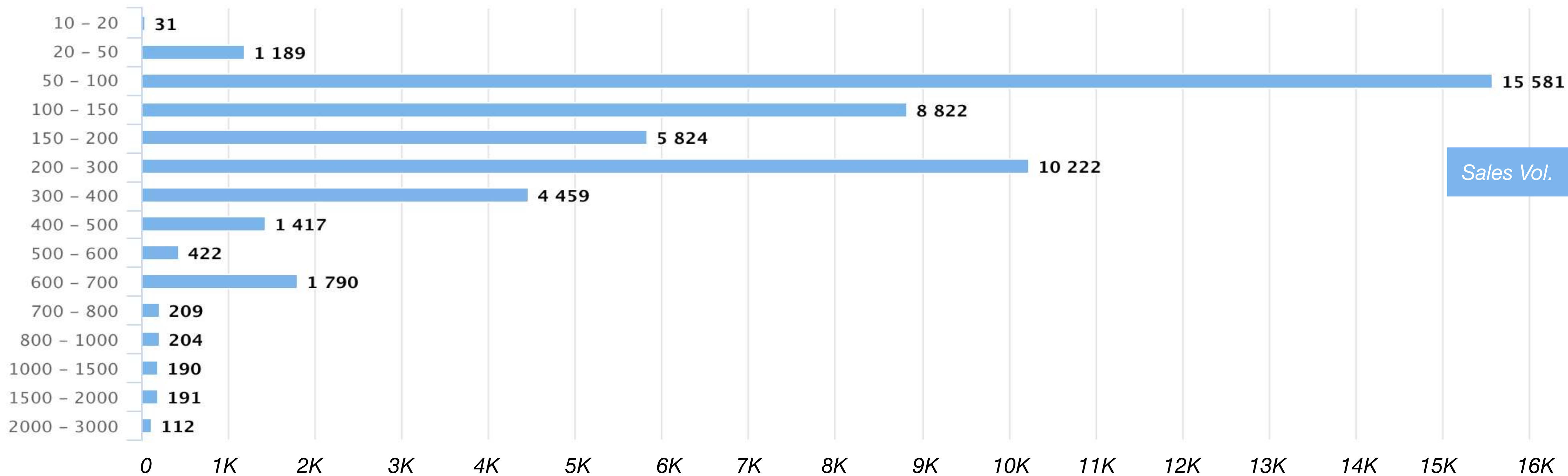
October 2020

Brands: 174
Shops: 456

SKUs online : 1,143
Sales Vol: 50,663

Sales Revenue: 11,279,798 RMB

Price Range



Price distribution (in RMB)

SUB-CATEGORY - OMEGA FATTY ACIDS

Top 5 best-selling products

This category includes products containing the below ingredients:

- DHA / EPA / DPA
- Linolenic acid
- Fish oil / Deep sea fish oil
- Evening primrose oil

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
【推荐】Swisse斯维诗深海鱼油软胶囊1000mg ksxb	Swisse	333	333	25,456	8,476,848
【正品直营】BLACKMORES澳佳宝无腥味鱼油软胶囊400粒 呵护心脑血管眼	Blackmores	379	124	13,086	1,622,664
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	Pipingrock	299	116.48	12,885	1,500,810
澳洲Blackmores澳佳宝深海鱼油400粒omega3鱼肝油软胶囊中老年	Blackmores	299	128.35	11,573	1,485,395
加拿大伟博Webber伟博3倍浓缩Omega3EPA/DHA深海高浓度鱼油2023.3	Webber naturals	285	285	5,240	1,493,400

SUB-CATEGORY - OMEGA FATTY ACIDS

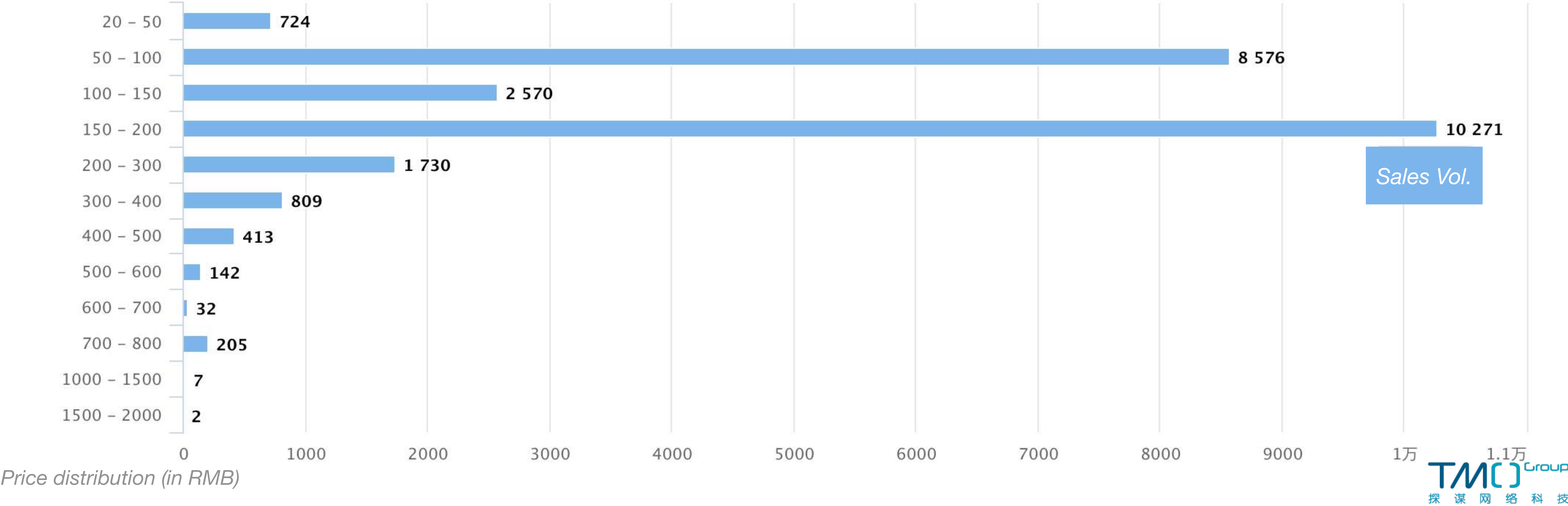
October 2020

Brands: 510
Shops: 1,702

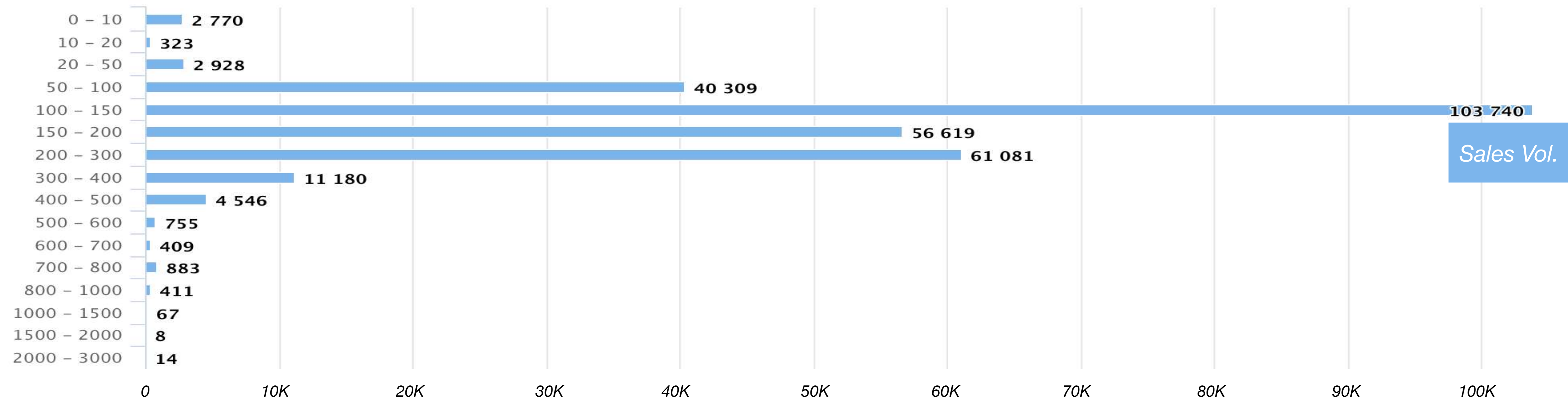
SKUs online : 4,377
Sales Vol: 335,542

Sales Revenue: 67,291,961 RMB

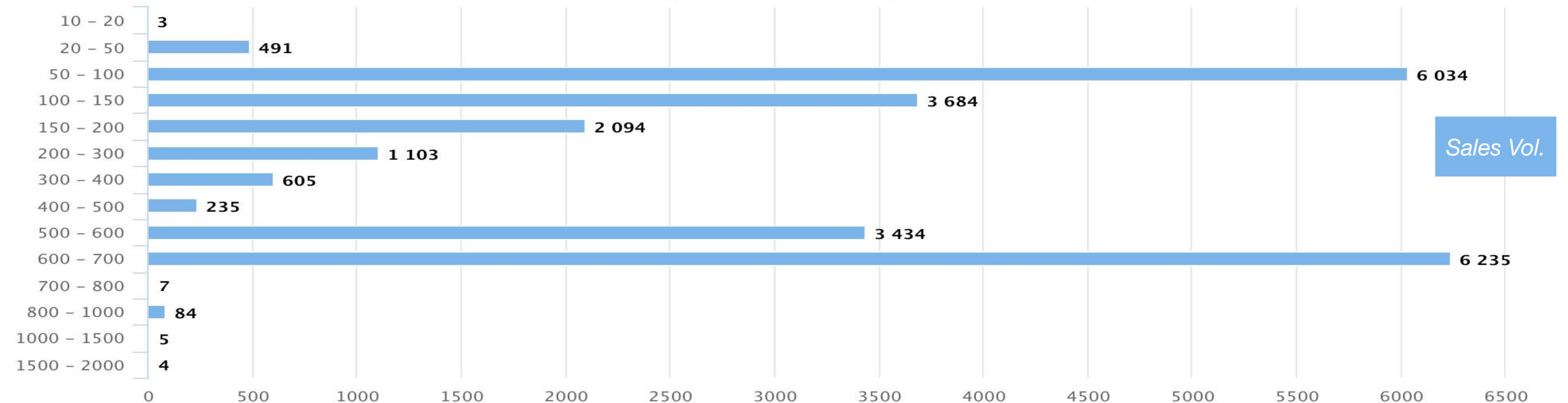
Price Range For DHA/EPA/DPA And LA



Price Range For Fish Oil / Deep Sea Fish Oil



Price Range For Evening Primrose Oil



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 (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
加拿大进口NMN12000+抗衰老增强型β-烟酰胺单核苷酸NAD+基因修复	Realhouse	77,760	3,846.07	7,479	28,764,765
增强加量型NMN10500β烟酰胺单核苷酸抗修复衰老基因正品港礼盒装	Organika	26,228	3,976.64	5,430	21,593,177
Unichi玫瑰胶原小熊软糖澳洲胶原蛋白水果糖美白丸	Unichi	228	164.43	5,392	886,590
日本晓姿第四代AG抗糖饮口服液25ml*30支正品包邮包税	Axxzia	2,500	1,952.63	4,803	9,378,480
信心药业美国进口增强型nmn9600抗烟酰胺单核苷酸衰老nad非港基因	Confidence usa	2,000	977.17	4,724	4,616,172

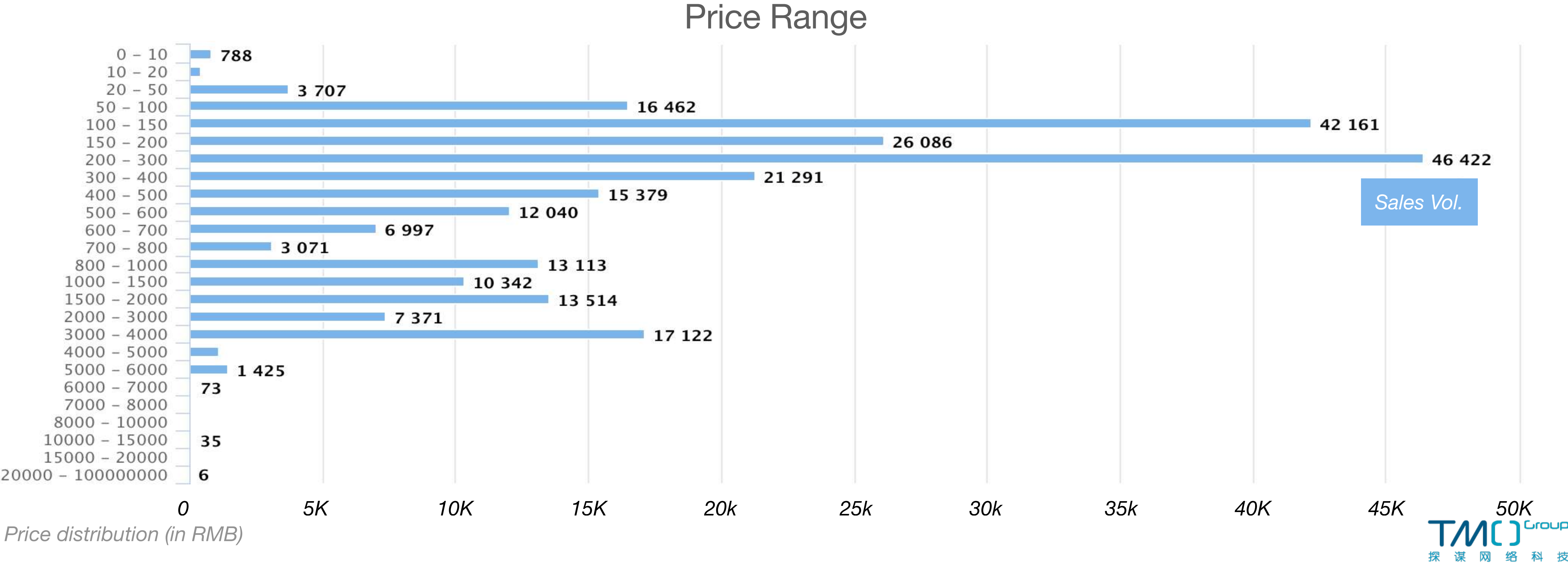
SUB-CATEGORY - BEAUTY SUPPLEMENTS

October 2020

Brands: 533
Shops: 643

SKUs online : 3,383
Sales Vol: 258,893

Sales Revenue: 202,891,718 RMB



SUB-CATEGORY - HEALTH FUNCTIONAL FOODS

Top 5 best-selling products

This category includes products in the following sub-categories:

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

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
王一博同款德国zirkulin哲库林进口无糖润喉糖30粒	Zirkulin	116	57.99	102,133	5,922,472
美国Vitafusion女士多维软糖 营养补钙补充维生素150粒	Vitafusion	259	148	9,784	1,448,032
自然之宝美国发肤甲水果软糖 胶原蛋白软糖80粒 热带柑橘口味*1瓶	Nature's bounty	256	170.29	7,733	1,316,823
自然之宝胶原蛋白软糖水果糖健美妍多种综合复合维生素覆盆子临期	Optimal solutions	212	165.93	7,623	1,264,882
自然之宝小粉瓶美国进口软糖促进胶原蛋白合成美颜护甲护发水果糖	Nature's bounty	198	173.13	7,064	1,223,009

SUB-CATEGORY - HEALTH FUNCTIONAL FOODS

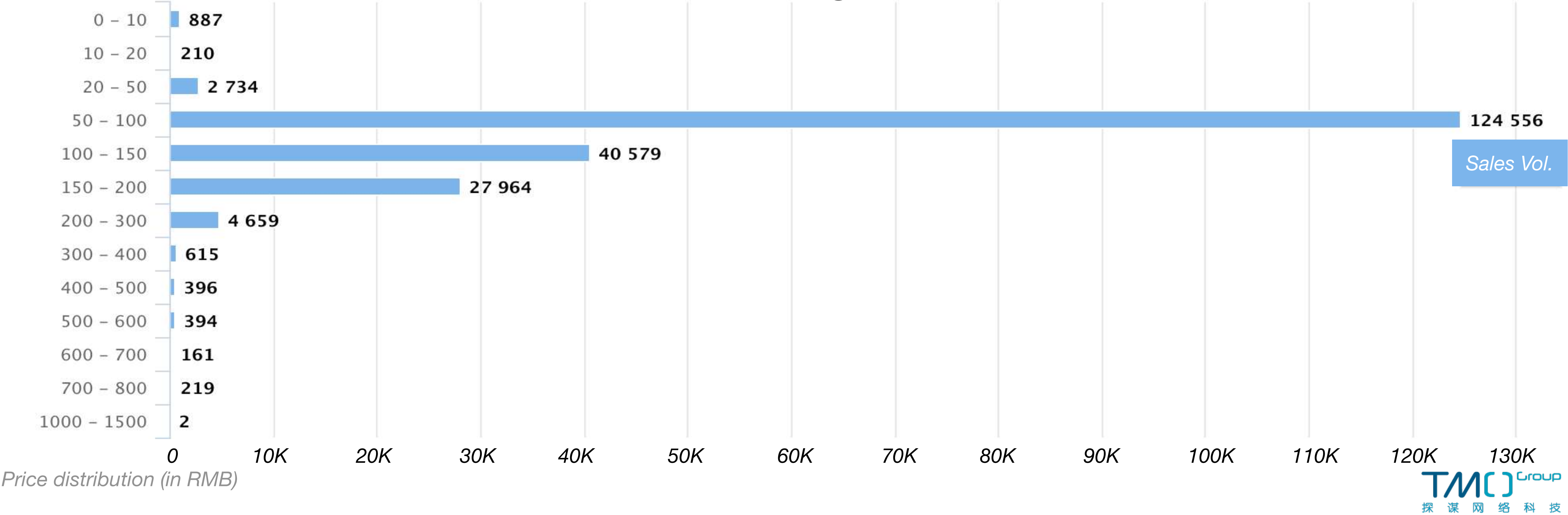
October 2020

Brands: 188
Shops: 254

SKUs online : 734
Sales Vol: 203,376

Sales Revenue: 20,754,822 RMB

Price Range



SUB-CATEGORY - NUTRITION PACK

Top 5 best-selling products

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

PRODUCT	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
【华晨宇限量明星礼盒】 Cenovis萃益维维C300片维 B200粒	Cenovis	1,099	209	2,114	441,826
Herbsense绿原酸养肺免疫 粉 VC维生素C防雾霾清肺润 肺包清肺片	Herbsense	356	178	472	84,016
【套餐LH】康一生深海鱼油 软胶囊+大豆卵磷脂 美国原 装 中老年	Carlson	440	399.57	280	111,880
BLACKMORES澳佳宝芹菜 籽精华50片西芹籽尿酸澳洲 保健品2瓶装	Blackmores	358	257.57	191	49,196
【直播】Healthy Care葡萄 籽粉食用美白精华液澳洲花 青素淡斑胶囊	Healthy care	299	299	144	43,056

SUB-CATEGORY - NUTRITION PACK

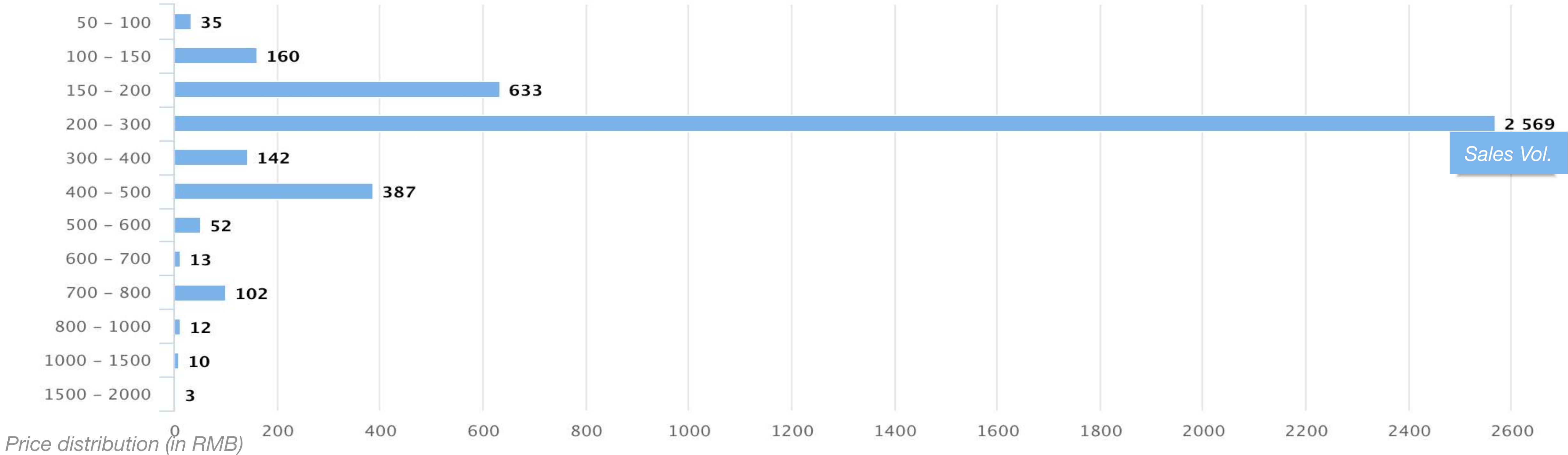
October 2020

Brands: 30
Shops: 29

SKUs online : 53
Sales Vol: 4,118

Sales Revenue: 1,107,581 RMB

Price Range



SUB-CATEGORY - SPORTS & SLIMMING FOODS

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 (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
明星同款AQUILEA燃纤球窈窕轻盈躺shou植物提取加速分解胶囊60粒	Aquilea	399	328.72	6,848	2,251,078
Myvitamins英国CLA共轭亚油酸120粒阻断碳水补剂亚麻酸软胶囊进口	Myvitamins	198	146.35	4,868	712,444
阻断碳水减脂燃脂瘦身断糖控制食欲消除水肿排水排油排便体重管理	Biomenta	4,792	269.8	3,225	870,114
德国黄瓶CLA共轭亚油酸胶囊130粒阻断碳水断糖亚麻酸正品ironmaxx	Ironmaxx	298	267.22	2,084	556,892
特价myvitamins捡漏运输瑕疵【介意者移步正常链接下单】进口cla	Myvitamins	485	75.61	2,083	157,502

SUB-CATEGORY - SPORTS & SLIMMING FOODS

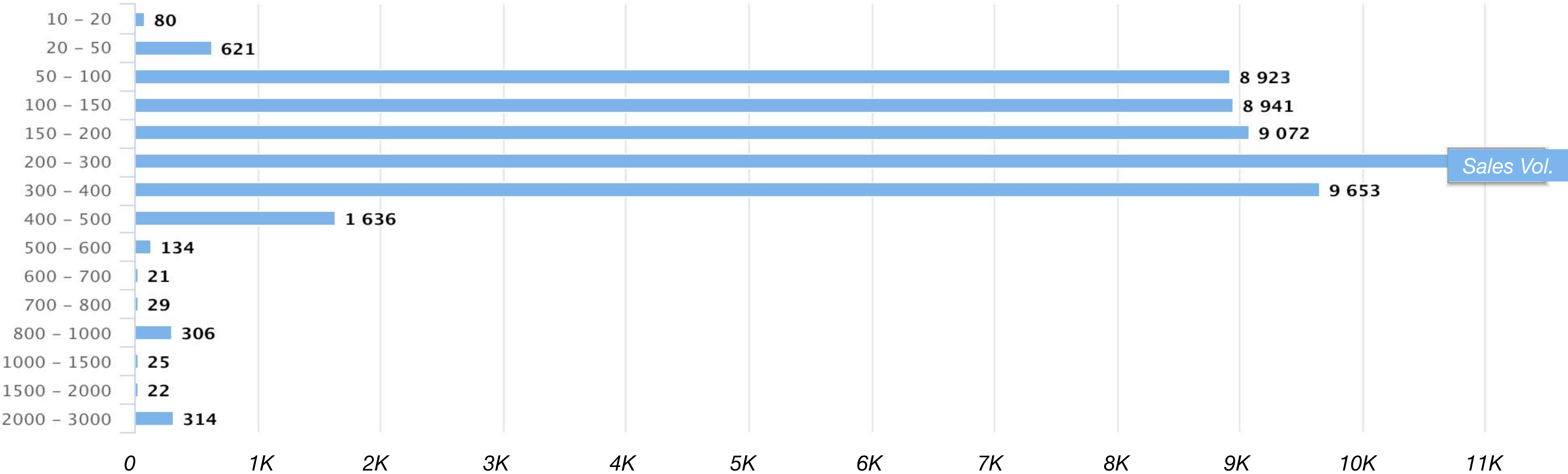
October 2020

Brands: 83
Shops: 89

SKUs online : 395
Sales Vol: 50,852

Sales Revenue: 11,738,214 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 (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
吃货Amy 吃不胖丝蓓缇 pakkun糖分分解酵素酵母抗 糖粉末吸油排脂	Svelty	6.5	6.41	28,072	179,972
维兰德能量补充 WeylandEnergy提神植物咖 啡缓解疲劳考试提神一星	Cellfood	1.78	1.14	7,119	8,126
维兰德大脑能量补充 Weyland Energy集中注意力 植物咖啡因1颗价	Weyland brain nutrition	1.1	1.1	6,590	7,249
FOCUS益智提神脑力 Excelerol补充提高记忆力潜 能记忆集中1颗价	Weyland brain nutrition	2.9	2.9	6,290	18,241
黑罐高强度Lion's Mane猴 头菇提取物改善滋养大脑神 经提高记忆	Toniiq	4.7	2.59	5,058	13,100

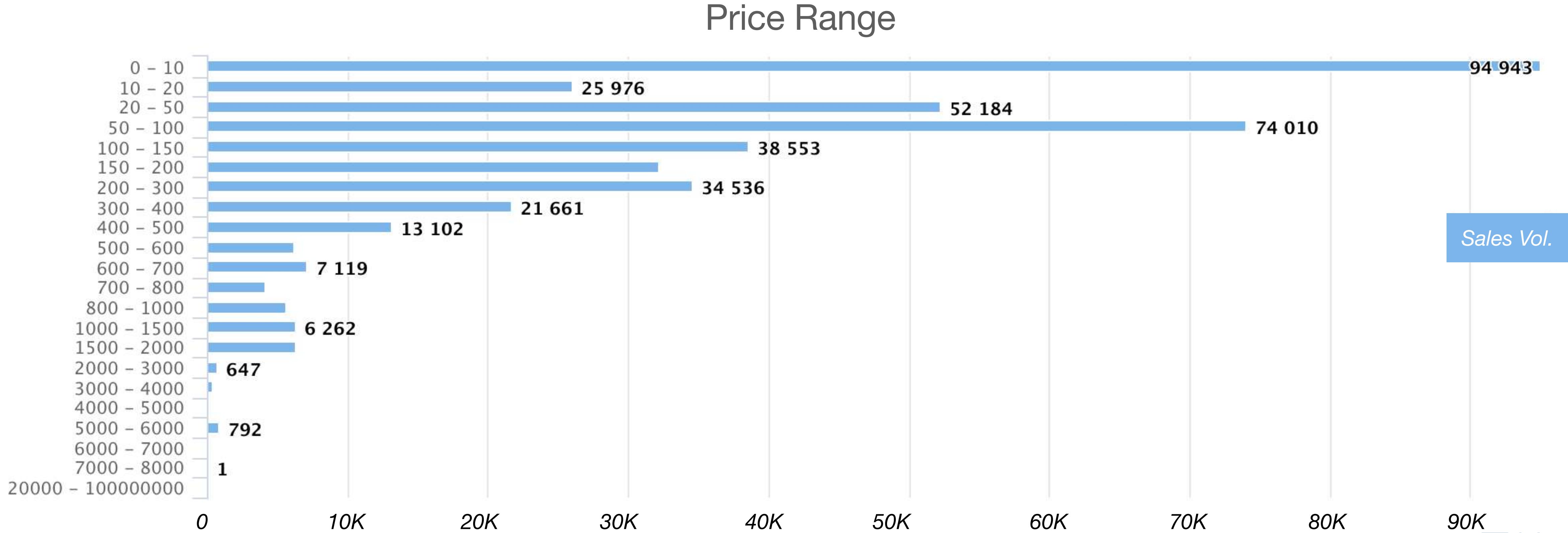
SUB-CATEGORY - OTHER SUPPLEMENTS

October 2020

Brands: 1,112
Shops: 1,641

SKUs online : 12,998
Sales Vol: 424,586

Sales Revenue: 83,565,926 RMB



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.

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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.