

TMO GROUP PRESENTS

CHINA CROSS-BORDER HEALTH SUPPLEMENTS DATA PACK

Monthly Industry Update for China Market
March 2021 Edition



PRESENTED BY



Foreword

The COVID-19 pandemic of 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, and this has continued into 2021.

On the other hand, even without the influence of the pandemic, experts had expected the Chinese health supplements market to grow. This was due to ongoing market trends, and (more specifically) 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.

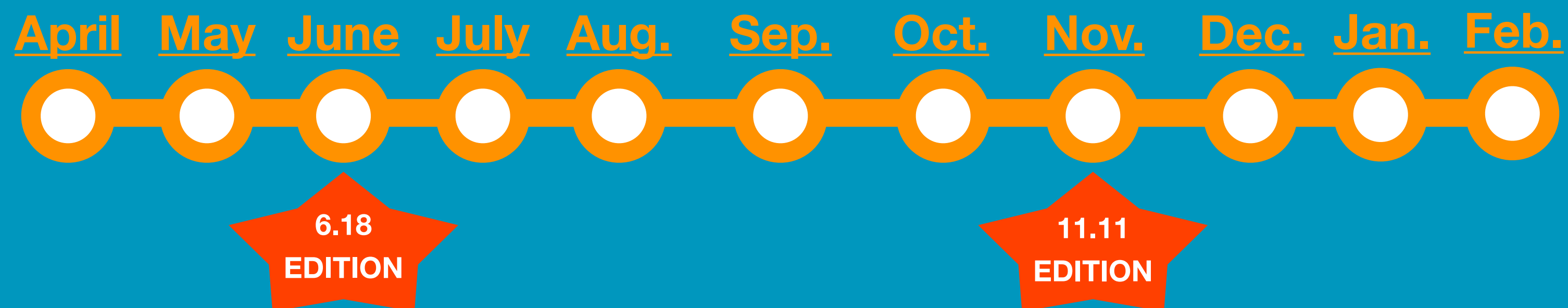
Alibaba platforms such as Taobao were used as the data focus when researching this report. Sales data from Tmall, Taobao, Tmall Supermarket, and Tmall Global was extracted and referenced here. The data comes from Alibaba's "Food -> Health Food -> Overseas Health Supplements" subcategory in particular. 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](#).

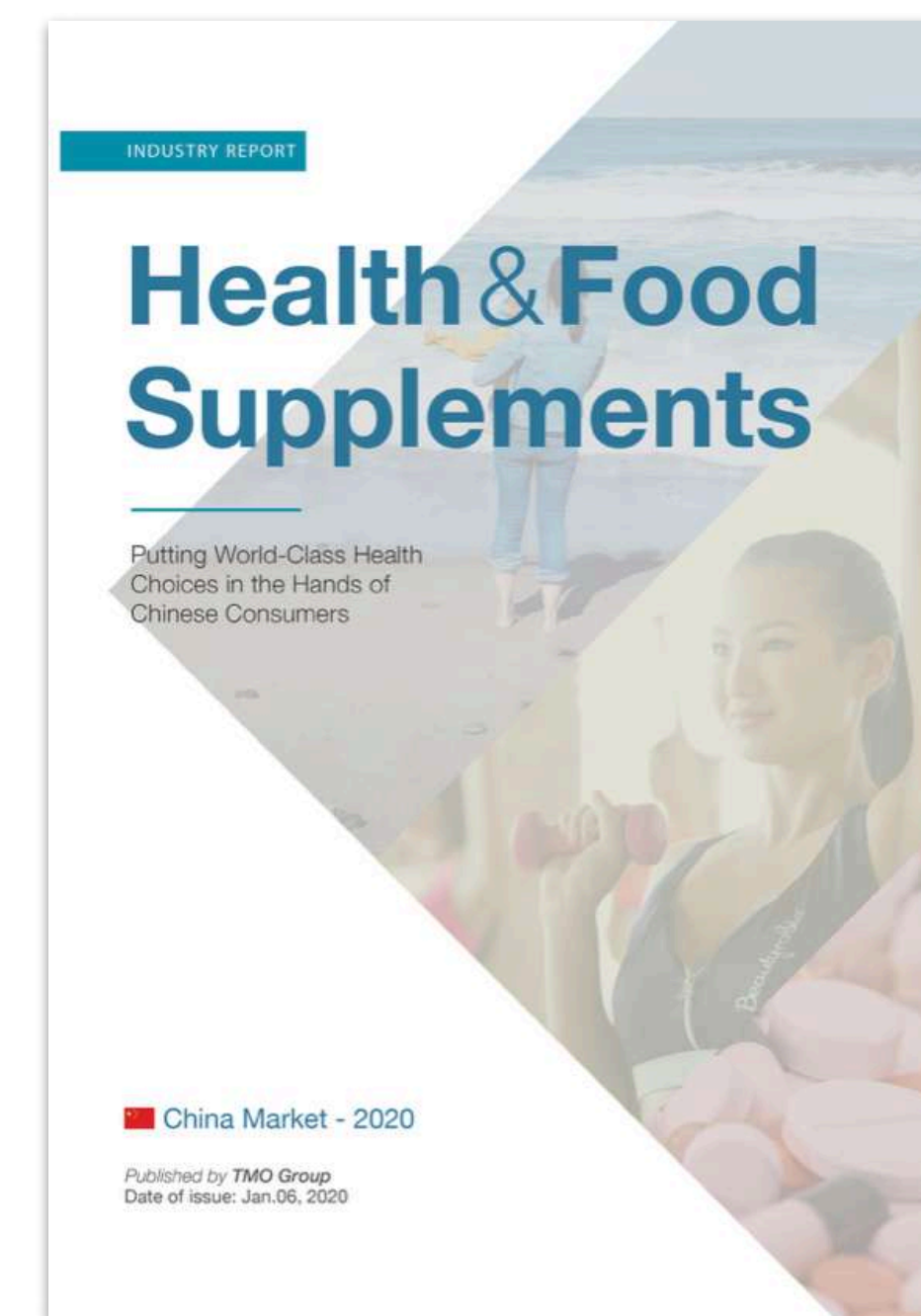
TMO's Monthly Health Supplements Data Pack Series

Starting in 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, click on the relevant month below or visit our data pack download page at <https://www.tmogroup.asia/downloads/category/data-pack/>



Also by TMO Group:



TMO's 2020 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

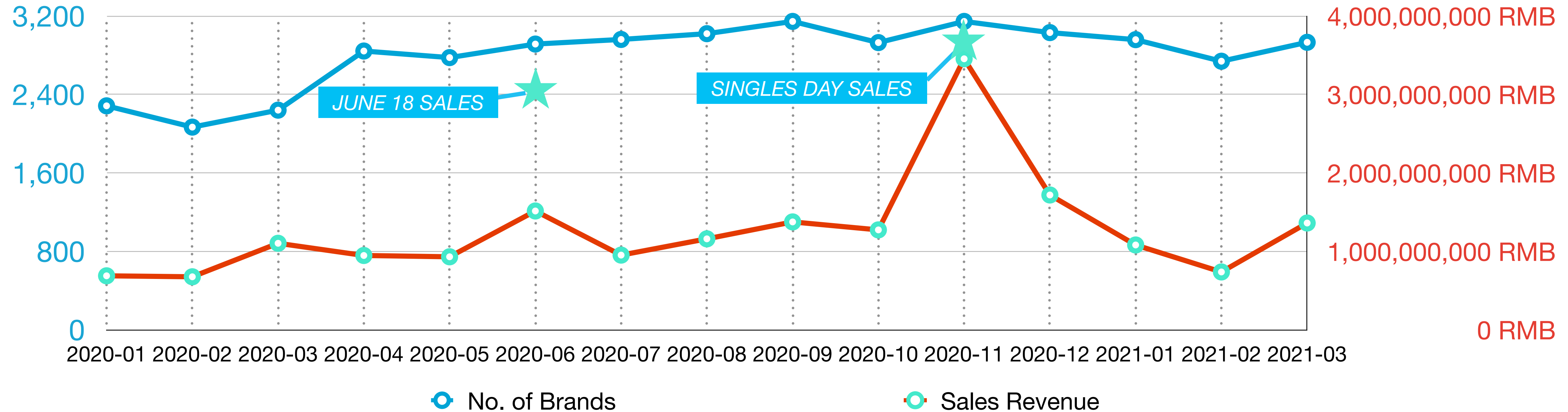
March 2021

Brands: 2,739
Shops: 3,068

SKUs online : 69,221
Sales Vol.: 3,758,504

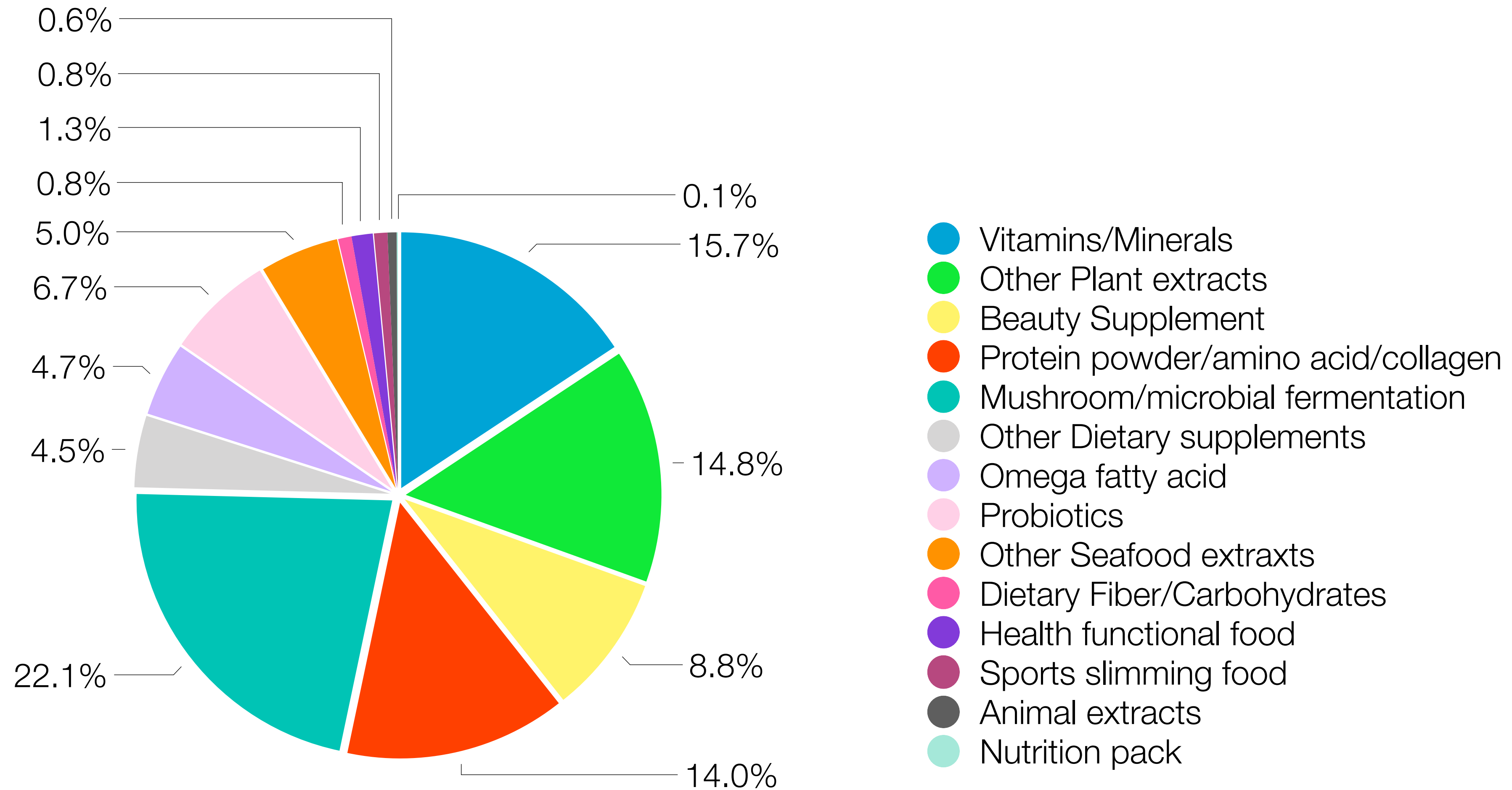
Sales Revenue: 737,204,001RMB

Historical data 2020.01 - 2021.03



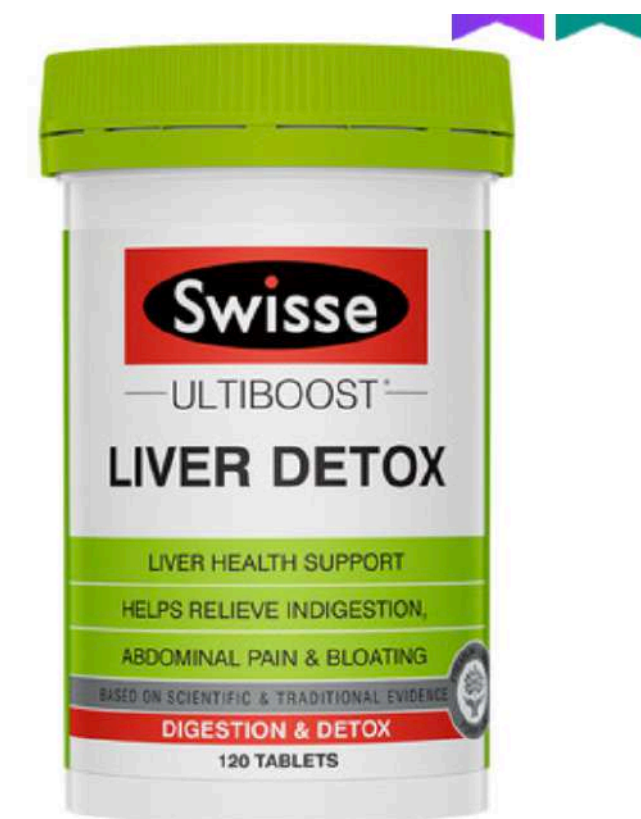
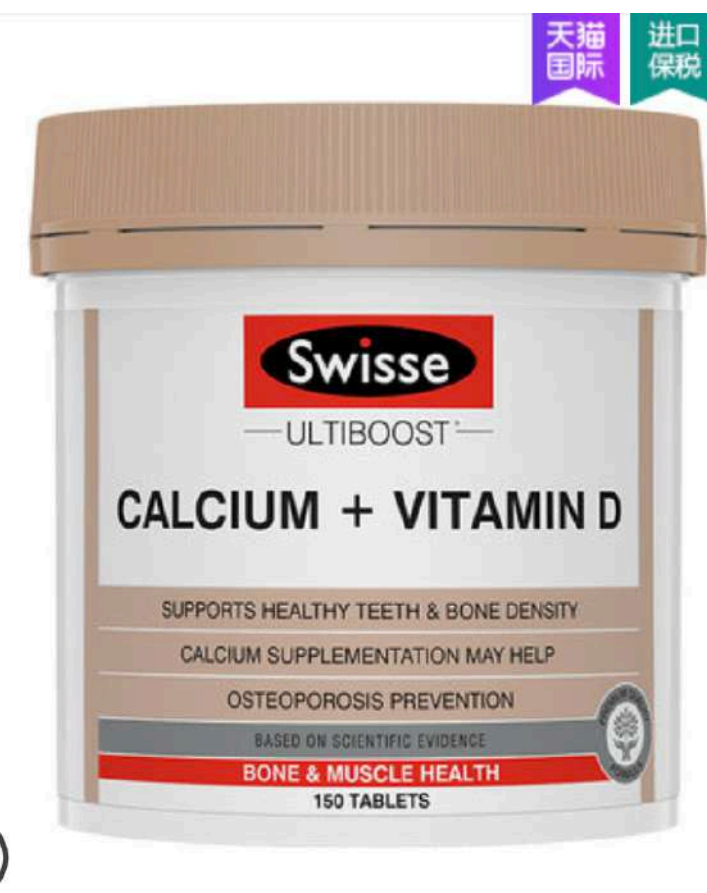
* Data was collected at beginning of March 2021, under the "Food -> Food Supplement -> Overseas Food & Supplements" sub-category on Taobao, Tmall, Tmall Supermarket, and Tmall Global.

SUB-CATEGORY MARKET SHARE



* Ranked by monthly sales revenue

TOP 5 BEST-SELLING PRODUCTS



NO. 1

韩国钟根堂Lacto Fit益生菌粉成人儿童大人调理肠道健康全家版

Product: Probiotic

Brand: Lacto Fit

Listed price: 398 RMB

Selling price: 217.9 RMB

Sales revenue: 23,444,034 RMB

Sales: 107,573

NO. 2

【袁姗姗同款】Swisse斯维诗钙片维生素D150片孕妇VD钙成人补钙

Product: Calcium, Vitamin D

Brand: Swisse

Listed price: 238 RMB

Selling price: 106.9 RMB

Sales revenue: 6,921,096 RMB

Sales: 64,722

NO. 3

swisse澳洲进口钙片维生素DVD150粒补钙易吸收中老年成人孕妇钙片

Product: Calcium, Vitamin D

Brand: Swisse

Listed price: 153 RMB

Selling price: 89 RMB

Sales revenue: 3,499,391 RMB

Sales: 39,319

NO. 4

液体钙片碳酸钙个子产品女性青少年学生生长高成年男性长高钙片神器

Product: Calcium

Brand: PipingRock

Listed price: 399 RMB

Selling price: 82.8 RMB

Sales revenue: 3,206,512.8 RMB

Sales: 38,726

NO. 5

【袁姗姗同款】澳洲Swisse斯维诗奶蓟草片加班熬夜必备120粒醒酒

Product: Liver Detox

Brand: Swisse

Listed price: 159 RMB

Selling price: 149 RMB

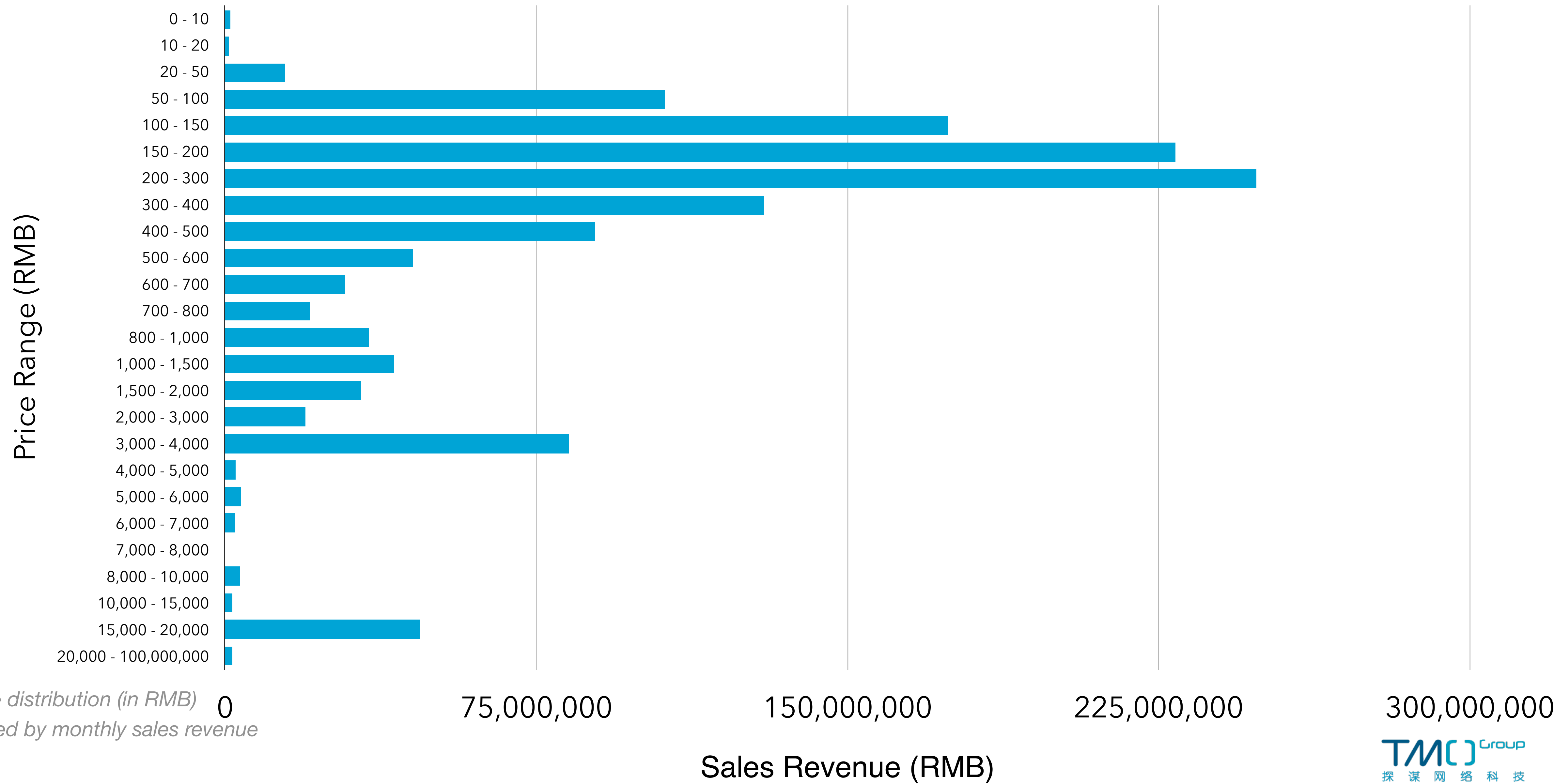
Sales revenue: 5,734,712 RMB

Sales: 38,488

BEST-SELLING PRODUCTS (#6-15)

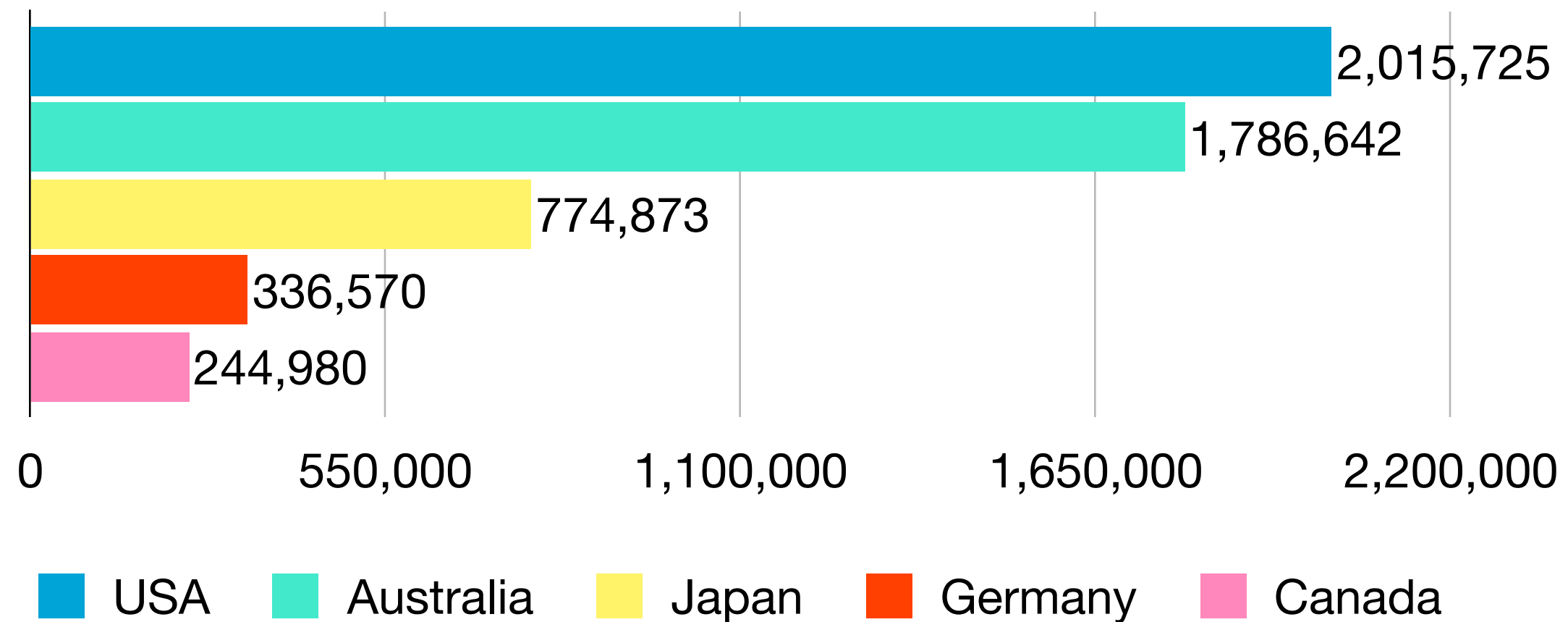
NO	PRODUCT TITLE	LINK	BRAND	LISTED PRICE (RMB)	SELLING PRICE (RMB)	SALES VOL	SALES REVENUE (RMB)
6	美国褪黑素sleepwell褪黑素安瓶软糖褪黑色素睡眠片褪黑色素安眠	http://item.taobao.com/item.htm?id=596446267153	Nature's Truth	198.0	89.0	30,741	2,735,949
7	美国vitafusion褪黑素安瓶sleepwell睡眠软糖褪黑色素助眠糖片	http://item.taobao.com/item.htm?id=570815113143	VitaFusion	229.0	99.0	30,732	3,042,468
8	澳洲bioisland进口成人牛乳钙中老年孕妇钙片维生素胶囊150粒/瓶	http://item.taobao.com/item.htm?id=556508439189	Bio Island	299.0	145.0	30,276	4,390,090
9	BYHEALTH汤臣倍健护澳洲肝脏肝片奶蓟草水飞蓟正品熬夜必备营养品	http://item.taobao.com/item.htm?id=612227863554	ByHealth	178.0	168.8	29,072	4,907,388
10	康恩贝维生素C泡腾片20固体饮料儿童成人维他命VC维C凑单免疫力	http://item.taobao.com/item.htm?id=583071854683	Conba/康恩贝	9.9	9.9	28,043	277,626
11	姐姐同款澳洲Swisse斯维诗奶蓟草片120粒 加班熬夜解酒护常备肝片	http://item.taobao.com/item.htm?id=527050980299	Swisse	298.0	195.1	27,965	5,456,940
12	【华晨宇同款】cenovis萃益维维生素C无糖VC咀嚼片300片含片澳洲	http://item.taobao.com/item.htm?id=606216512344	Cenovis	359.0	99.0	25,893	2,563,417
13	ISDG日本进口夜间酵素232种复合水果蔬孝素清肠排宿便120粒/袋	http://item.taobao.com/item.htm?id=520572977739	iSDG	358.0	146.4	24,934	3,650,482
14	热巴同款Swisse斯维诗柠檬酸钙片娘娘钙+维生素D片孕妇中老年补钙	http://item.taobao.com/item.htm?id=527036337530	Swisse	298.0	163.8	24,066	3,942,879
15	官方swisse斯维诗草莓水果味维生素c泡腾片固体饮料20片维C	http://item.taobao.com/item.htm?id=624746945107	Swisse	48.0	48.0	22,297	1,070,256

PRODUCT PRICE RANGE

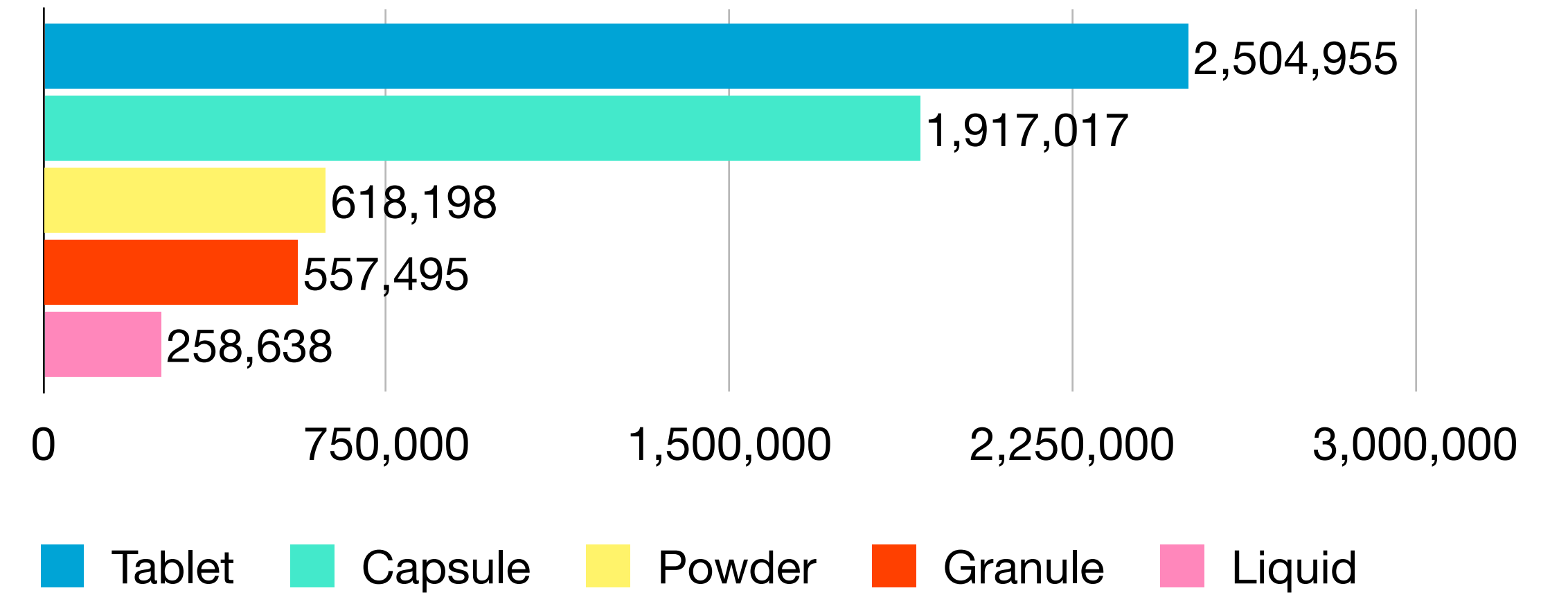


POPULAR PRODUCT CHARACTERISTICS - 1

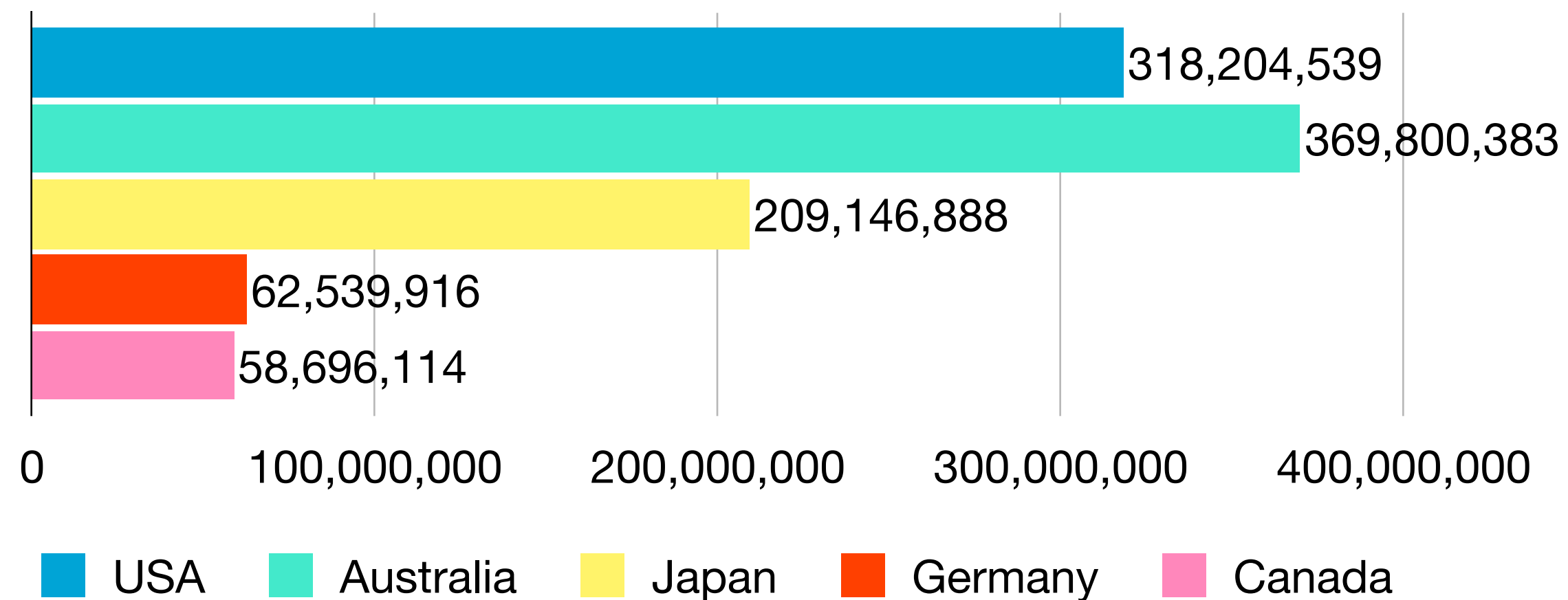
Monthly Sales Volume by Country of Origin



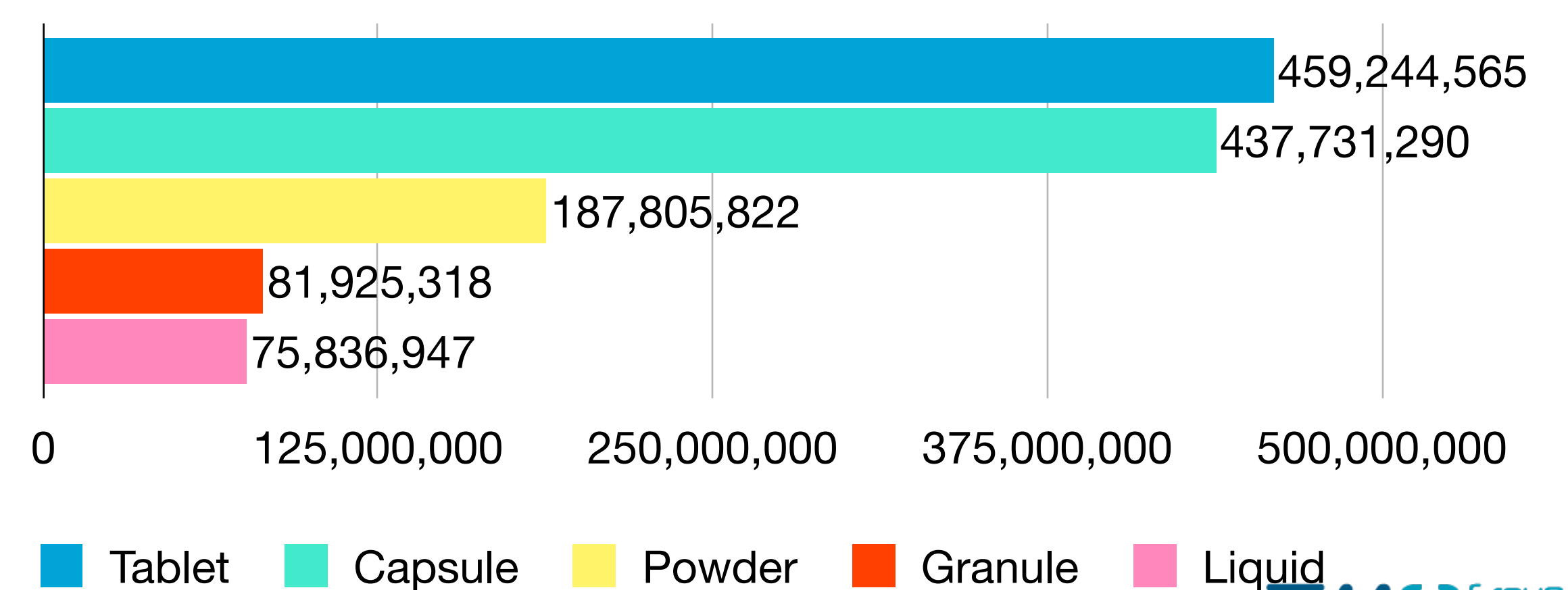
Monthly Sales Volume by Product Form



Monthly Sales Revenue (RMB) by Country of Origin

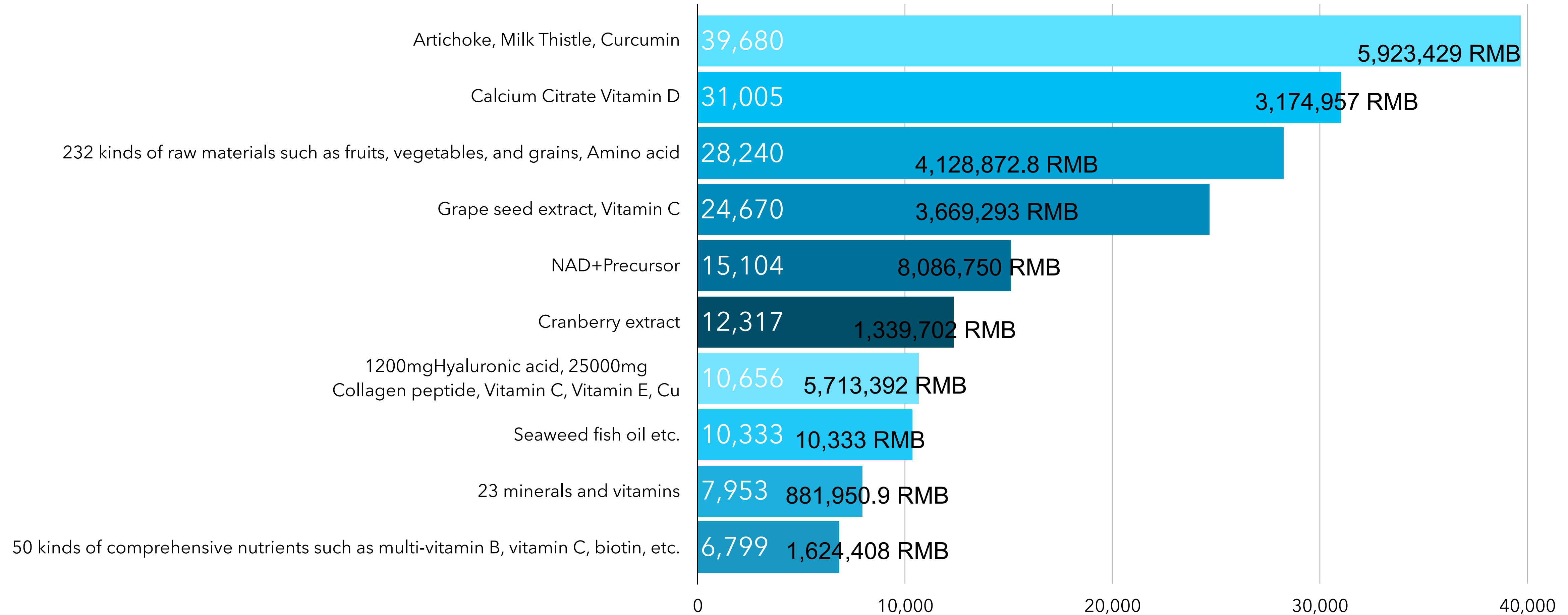


Monthly Sales Revenue (RMB) by Product Form



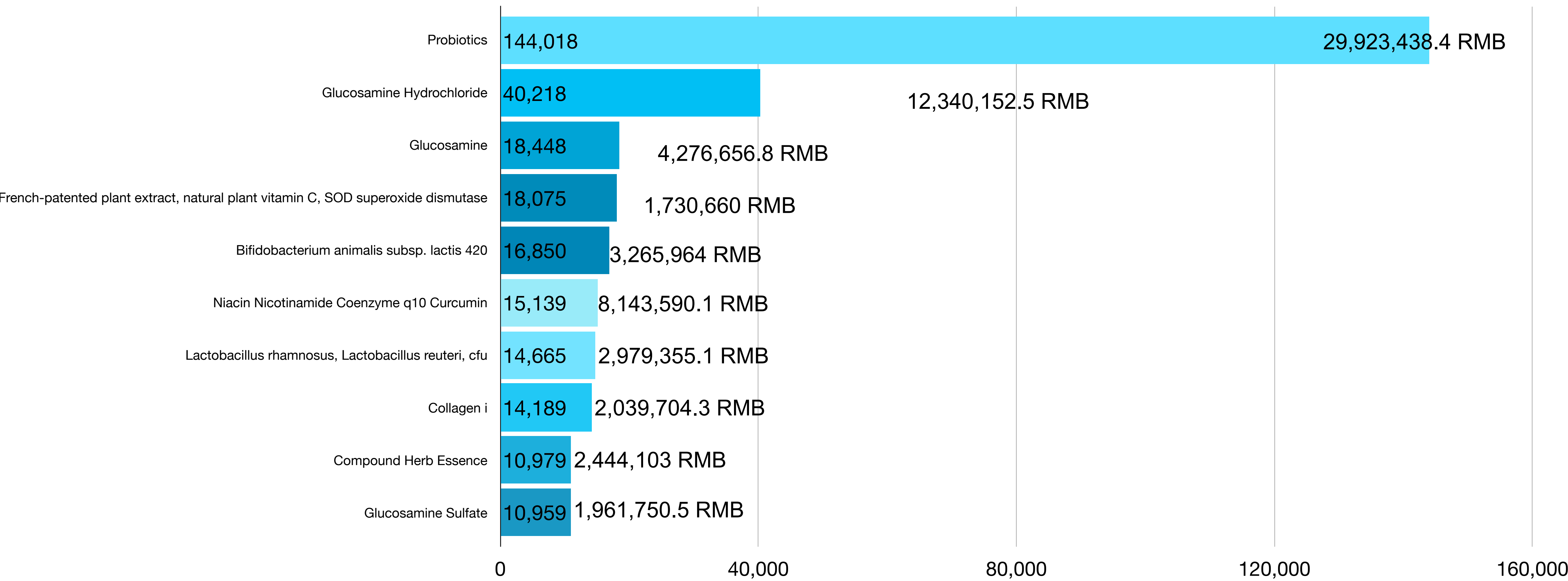
POPULAR PRODUCT CHARACTERISTICS - 2

Monthly Sales Volume and Revenue (RMB) by Nutritional Ingredient



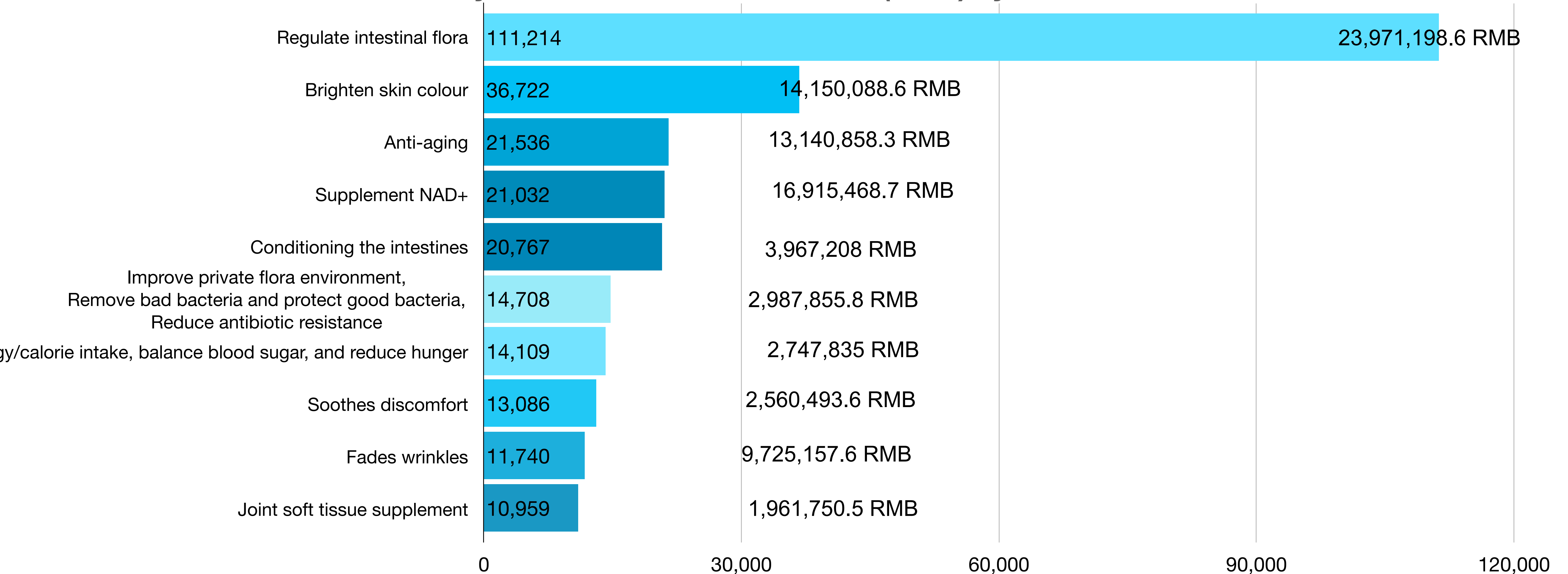
POPULAR PRODUCT CHARACTERISTICS - 3

Monthly Sales Volume and Revenue (RMB) by Effects



POPULAR PRODUCT CHARACTERISTICS - 4

Monthly Sales Volume and Revenue (RMB) by Nutrient Content



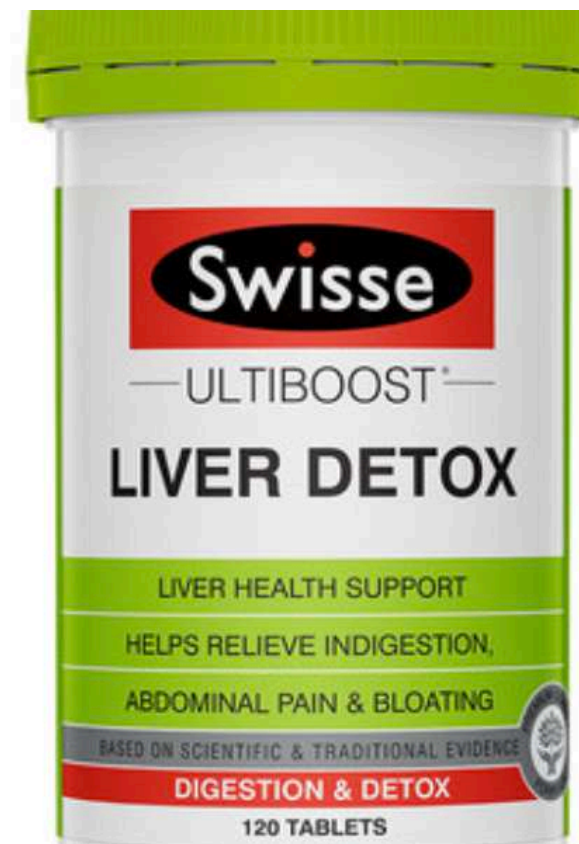
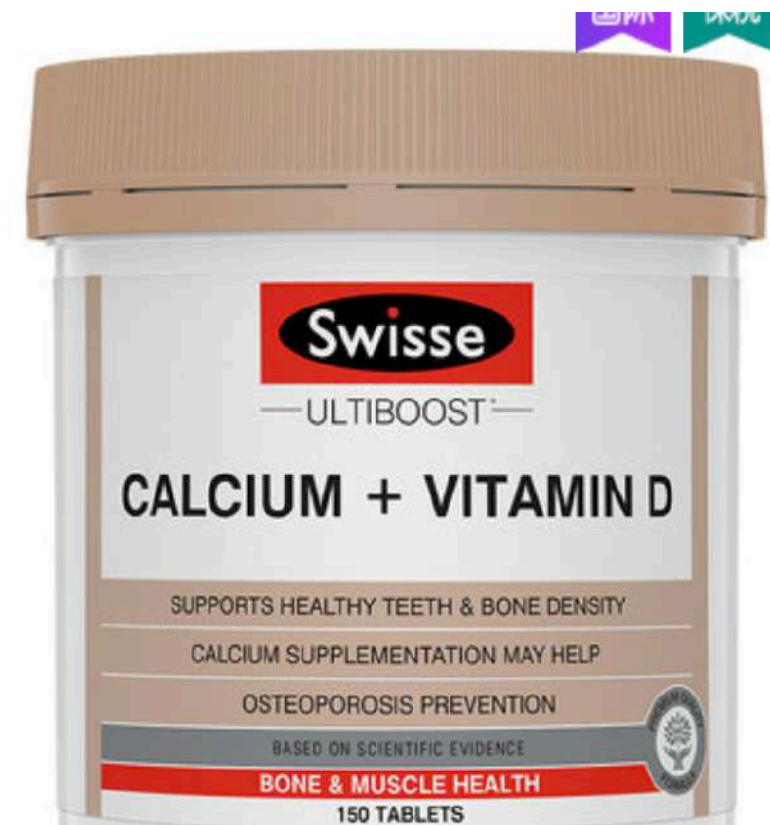
TOP 20 SEARCH KEYWORDS

Oyster flakes	204,892
Melatonin	171,457
Vitamins	140,379
Meal Replacement Satisfaction Food	130,656
Clearing away heat and detoxifying oral liquid	115,698
Folic acid	105,205
Glucosamine	85,678
Probiotics for adults to regulate the intestines and stomach	85,670
Japan	84,244
Liver protector	83,934
L-carnitine	82,786
Meal Replacement Milkshake	79,019
Calcium tablets for middle-aged and elderly	75,875
Vitamin B family	75,376
Ailevi	74,570
Intestinal cleansing enzyme	73,873
fish oil	67,151
multi-vitamins	66,257
dha	63,250
Oyster flakes	204,892

RISING KEYWORDS



FASTEST-GROWING PRODUCTS



NO. 1

韩国钟根堂Lacto Fit益生菌粉成人儿童大人调理肠道健康全家版

Product: Probiotic

Brand: Lacto Fit

Listed price: 398 RMB

Sales price: 218 RMB

Sales: 107,573

NO. 2

【袁姗姗同款】Swisse斯维诗钙片维生素D150片孕妇VD钙成人补钙

Product: Calcium, Vitamin D

Brand: Swisse

Listed price: 238 RMB

Sales price: 105 RMB

Sales: 64,722

NO. 3

【袁姗姗同款】澳洲Swisse斯维诗奶蓟草片加班熬夜必备120粒醒酒

Product: Liver Detox

Brand: Swisse

Listed price: 159 RMB

Sales price: 149 RMB

Sales: 38,488

NO. 4

【华晨宇同款】cenovis萃益维维生素C无糖VC咀嚼片300片含片澳洲

Product: Vitamin C, Cold Relief

Brand: Cenovis

Listed price: 359 RMB

Sales price: 99 RMB

Sales: 25,893

NO. 5

swisse澳洲进口钙片维生素DVD150粒补钙易吸收中老年成人孕妇钙片

Product: Calcium, Vitamin D

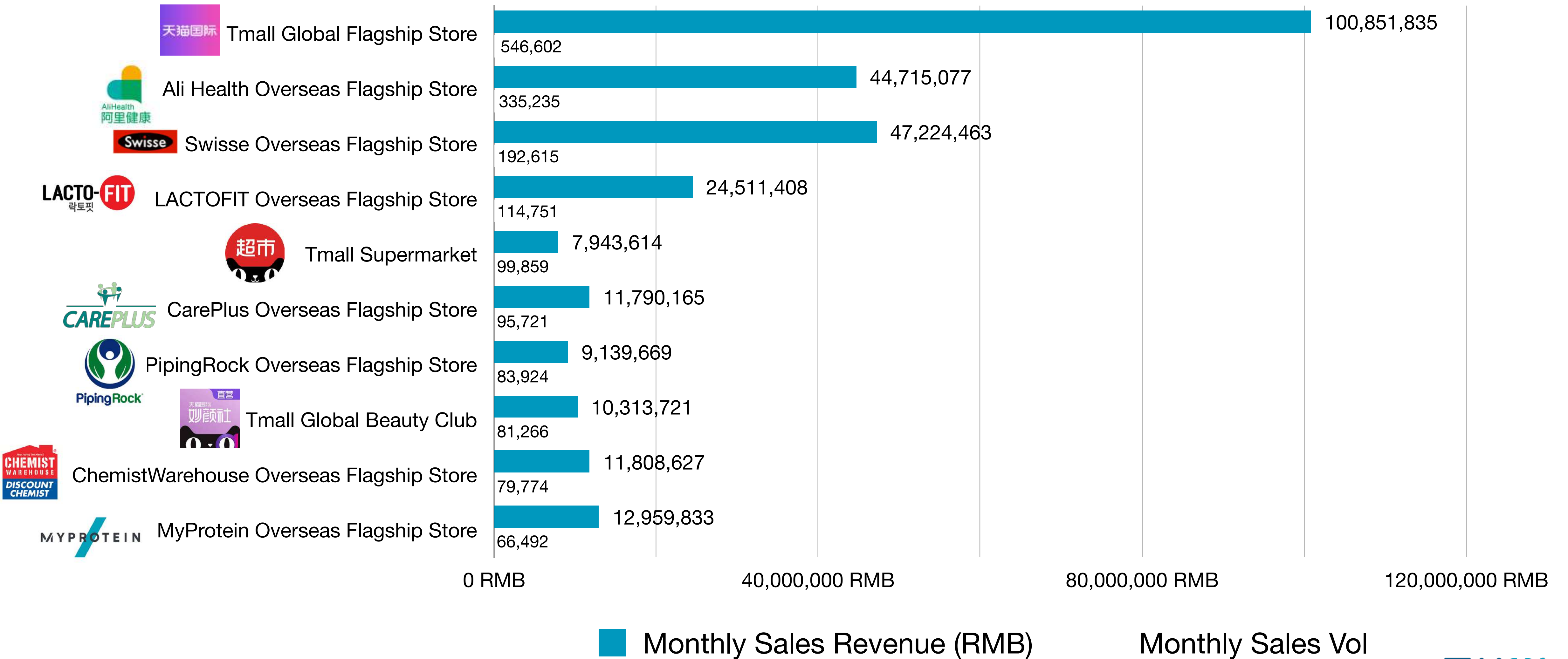
Brand: Swisse

Listed price: 153 RMB

Sales price: 89 RMB

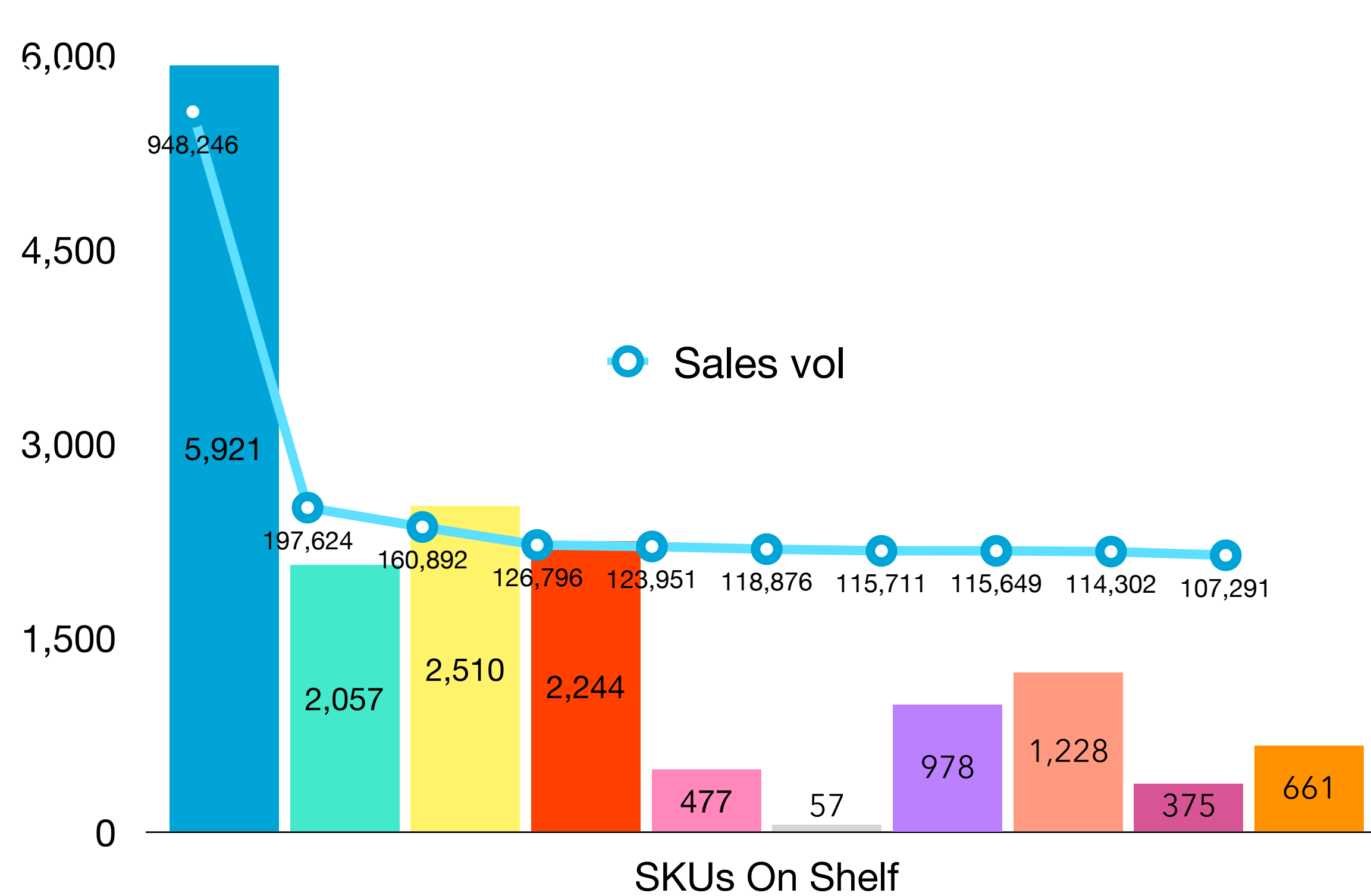
Sales: 39,319

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	143,461,474.0	Australia
	Blackmores	32,787,875.2	Australia
	Puritan's Pride	19,735,059.9	USA
	Fancl	26,197,439.0	Japan
	VitaFusion	13,757,772.9	United States
	Lacto-Fit	24,983,709.9	Korea
	Jamieson	11,764,758.1	Canada
	Healthy Care	12,739,668.4	Australia
	Nu-Lax	8,437,551.8	Australia
	MyProtein	18,691,189.2	United Kingdom

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)
【袁姗姗同款】Swisse斯维诗钙片维生素D150片孕妇VD钙成人补钙	Swisse	238.0	106.9	64,722.0	6,921,096.0
swisse澳洲进口钙片维生素DVD150粒补钙易吸收中老年人孕妇钙片	Swisse	153.0	89.0	39,319.0	3,499,391.0
液体钙片碳酸钙个子产品女性青少年学生生长高成年男性长高钙片神器	PipingRock	399.0	82.8	38,726.0	3,206,512.8
澳洲bioisland进口成人牛乳钙中老年孕妇钙片维生素胶囊150粒/瓶	Bio Island	299.0	145.0	30,276.0	4,390,090.0
康恩贝维生素C泡腾片20固体饮料儿童成人维他命VC维C凑单免疫力	Conba/康恩贝	9.9	9.9	28,043.0	277,625.7

SUB-CATEGORY - VITAMINS / MINERALS

March 2021

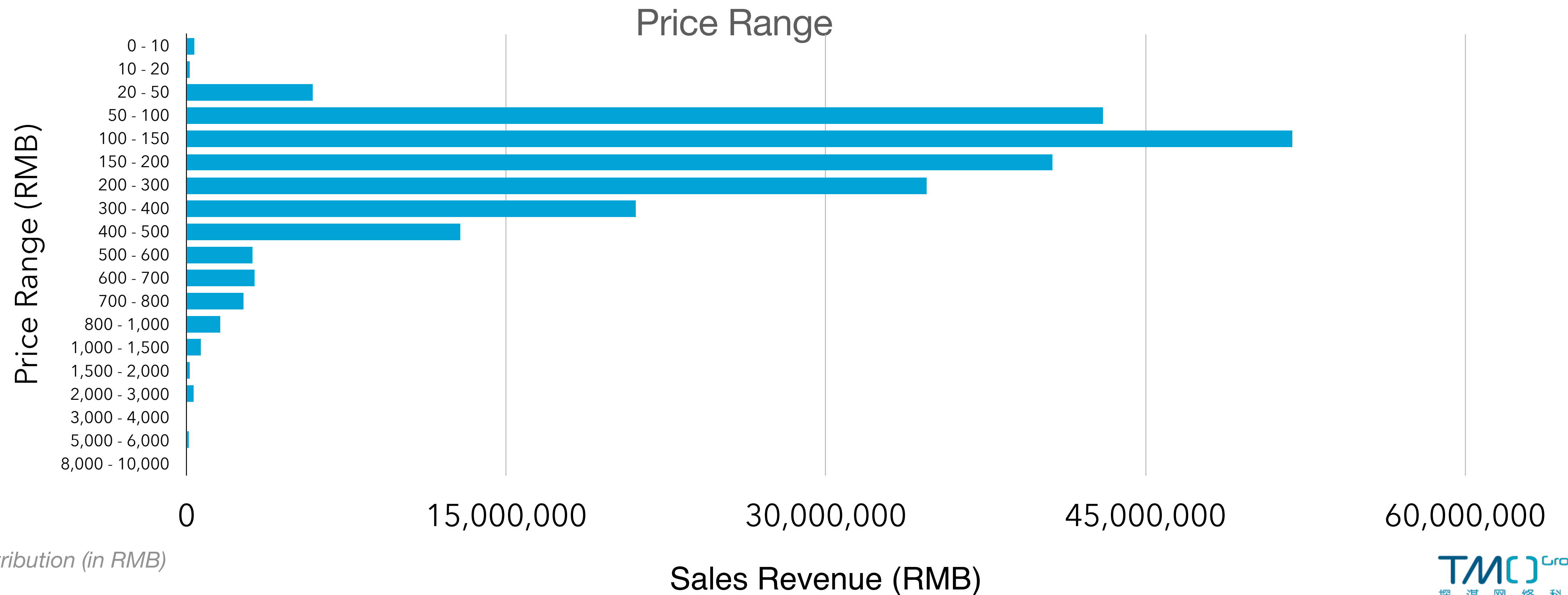
Brands: 863

Sales Vol: 1,625,773

SKUs online: 19,098

Sales Revenue: 222,426,702 RMB

Shops: 1,924



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)
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/益节	418.0	385.6	12,311.0	4,747,629.0
MoveFree氨糖软骨素 维骨力 软膏关节MSM美国进口补氨糖软骨	Move Free/益节	209.0	209.5	11,943.0	2,502,512.0
BLACKMORES澳佳宝 氨糖维骨力 180粒 氨基硫酸葡萄糖软骨素关节灵	Blackmores/澳佳宝	284.0	170.0	11,082.0	1,884,139.0
【正品直营】 BLACKMORES澳佳宝氨糖维骨力180粒 呵护关节健康	Blackmores/澳佳宝	399.0	179.0	10,959.0	1,961,750.5
普丽普莱双倍氨糖维骨力美国原装润骨素240片MSM关节软骨素补钙	Puritan's Pride/普丽普莱	318.0	178.0	7,122.0	1,267,439.4

SUB-CATEGORY - OTHER SEAFOOD EXTRACTS

March 2021

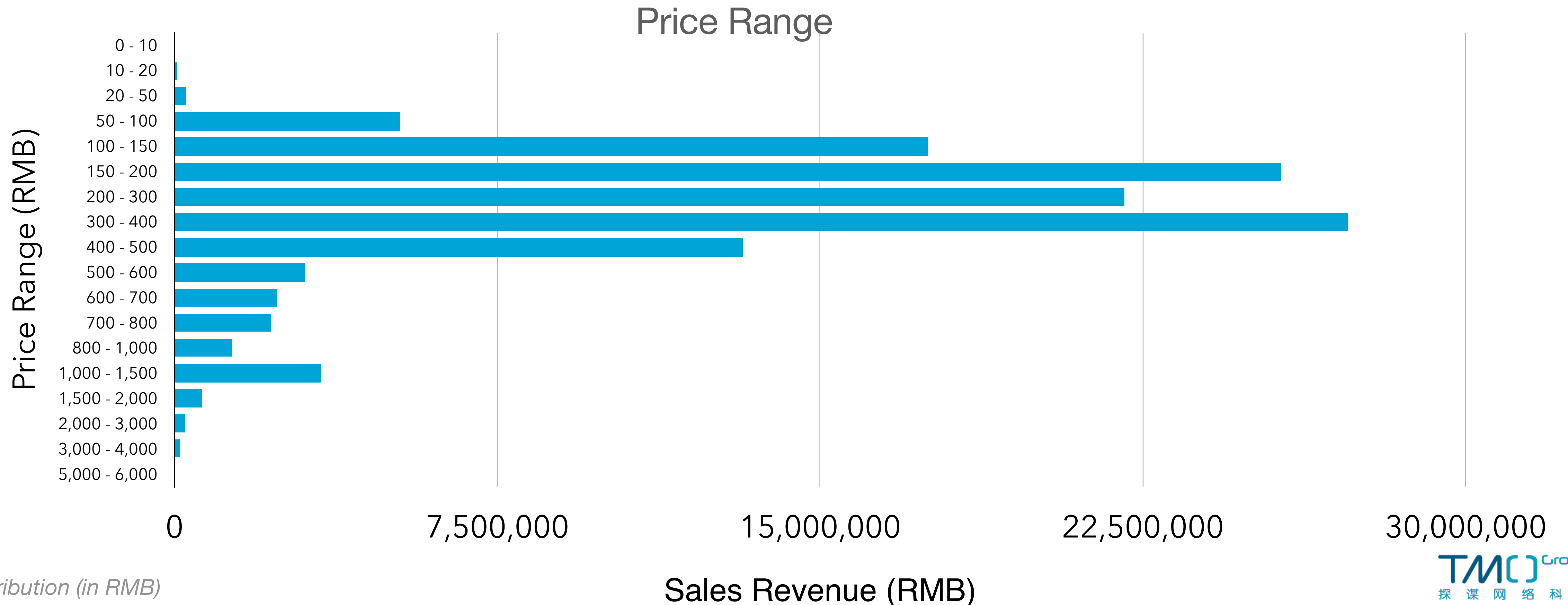
Brands: 178

Sales Vol: 287,902

SKUs online : 3,527

Sales Revenue: 70,651,007 RMB

Shops: 253



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)
韩国钟根堂Lacto Fit益生菌粉成人儿童大人调理肠道健康全家版	Lacto-Fit	398	217.94	107,573	23,444,034
ISDG日本进口夜间酵素232种复合水果蔬孝素清肠排宿便120粒/袋	iSDG	358	146.41	24,934	3,650,482
王一博代言产品Bioe嗨吃酵素白芸豆阻断剂碳水片果蔬大餐救星果冻	Bio-E	299	151.85	21,829	3,314,801
美国月神女性益生菌口服胶囊女性 护理 乳酸杆菌 jarrow30粒	Jarrow Formulas	298	228.08	20,826	4,750,027
【刘涛推荐】澳洲进口life space益生菌成人调理肠道益生菌养胃	Life Space	320	191.64	20,442	3,917,458

SUB-CATEGORY - MUSHROOM/MICROBIAL FERMENTATION

March 2021

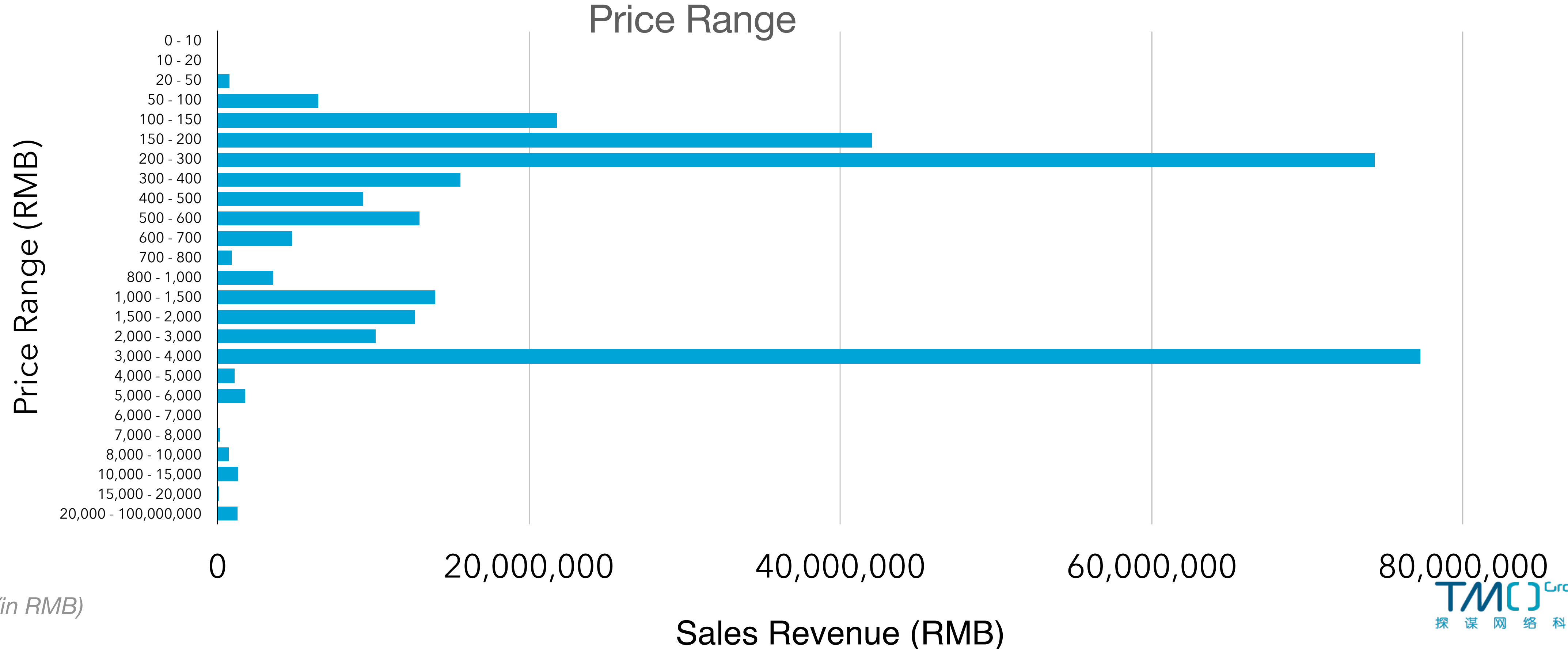
Brands: 624

Sales Vol: 1,003,330

SKUs online : 7,703

Sales Revenue: 313,054,259 RMB

Shops: 1,478



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)
韩国钟根堂Lacto Fit益生菌粉成人儿童大人调理肠道健康全家版	Lacto-Fit	398	217.94	107,573	23,444,034
美国月神女性益生菌口服胶囊女性 护理 乳酸杆菌 jarrow30粒	Jarrow Formulas	298	228.08	20,826	4,750,027
【刘涛推荐】澳洲进口life space益生菌成人调理肠道 益生菌养胃	Life Space	320	191.64	20,442	3,917,458
【阿Sa推荐】澳洲进口life space B420益生菌大人调理便秘60粒	Life Space	320	189.72	13,743	2,607,287
美国月神女性益生菌口服胶囊女性 护理 乳酸杆菌 3盒起购	Jarrow Formulas	298	239.59	10,464	2,507,050

SUB-CATEGORY - PROBIOTICS

March 2021

Brands: 346

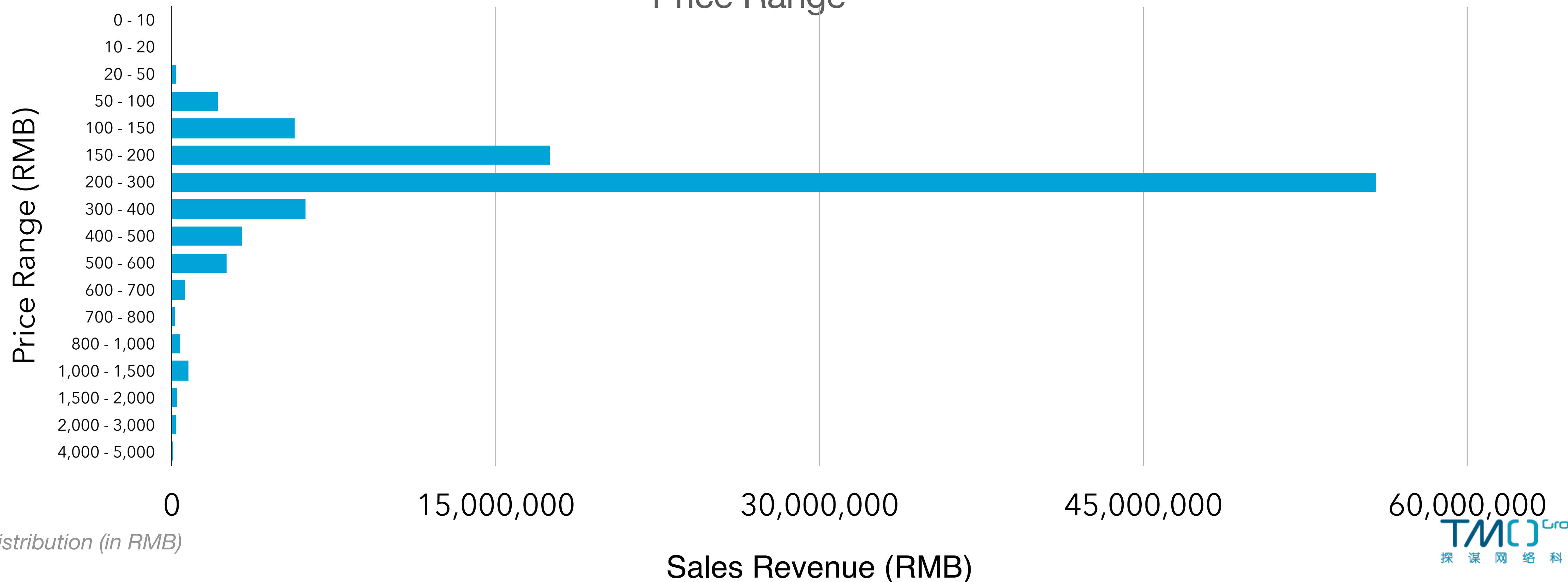
Sales Vol: 471,084

SKUs online : 3,324

Sales Revenue: 95,580,319 RMB

Shops: 893

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)
美国褪黑素sleepwell褪黑素安瓶软糖褪黑色素睡眠片褪黑色素安眠	Nature's Truth	198	89	30,741	2,735,949
美国vitafusion褪黑素安瓶sleepwell睡眠软糖褪黑色素助眠糖片	VitaFusion	229	99	30,732	3,042,468
美国进口Vitafusion SleepWell褪黑素成人软糖睡眠糖60粒*2瓶助眠	VitaFusion	298	146.32	15,711	2,298,838
69元10袋 MyProtein熊猫乳清蛋白粉试用装25g	MyProtein	30	30	14,819	444,570
OLLY褪黑素软糖安瓶助眠sleepwell褪黑素睡眠片睡眠软糖褪黑色素	Olly	269	193.93	13,934	2,702,236

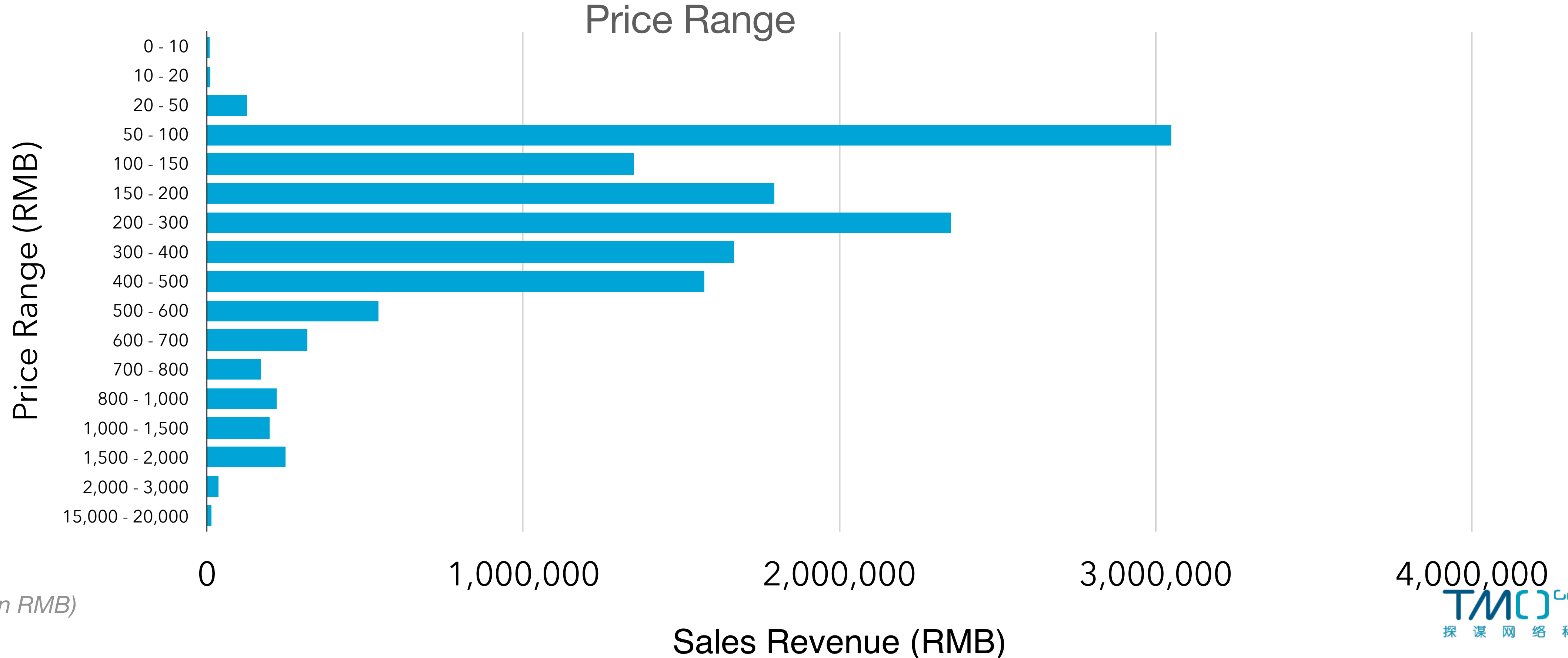
SUB-CATEGORY - PROTEIN POWDERS / AMINO ACIDS / COLLAGEN

March 2021

Brands: 716
Shops: 1,527

SKUs online : 10,377
Sales Vol: 809,439

Sales Revenue: 197,874,513 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)
美国进口Meta美达施低脂低卡膳食纤维饱腹非代餐巧克力饼干24片	Metamucil	200	169.09	16,457	2,782,653
意大利百草园清肠片便秘神器排便清肠排宿便非乐康膏乐康片小粉丸	Erba Vita / 百草园	212	166.03	11,534	1,915,009
NU-LAX乐康膏片西梅加强版果蔬纤维芦荟40粒nulax乐康片澳洲 正品	Nu-Lax/ 乐康膏	97	42.56	11,197	476,497
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/ 乐康膏	179	119	10,780	1,282,820
Meta美达施膳食纤维粉素114次便秘无糖非酵素代餐乳果糖益生菌	Metamucil	300	169	10,578	1,787,682

SUB-CATEGORY - DIETARY FIBER/CARBOHYDRATES

March 2021

Brands: 297

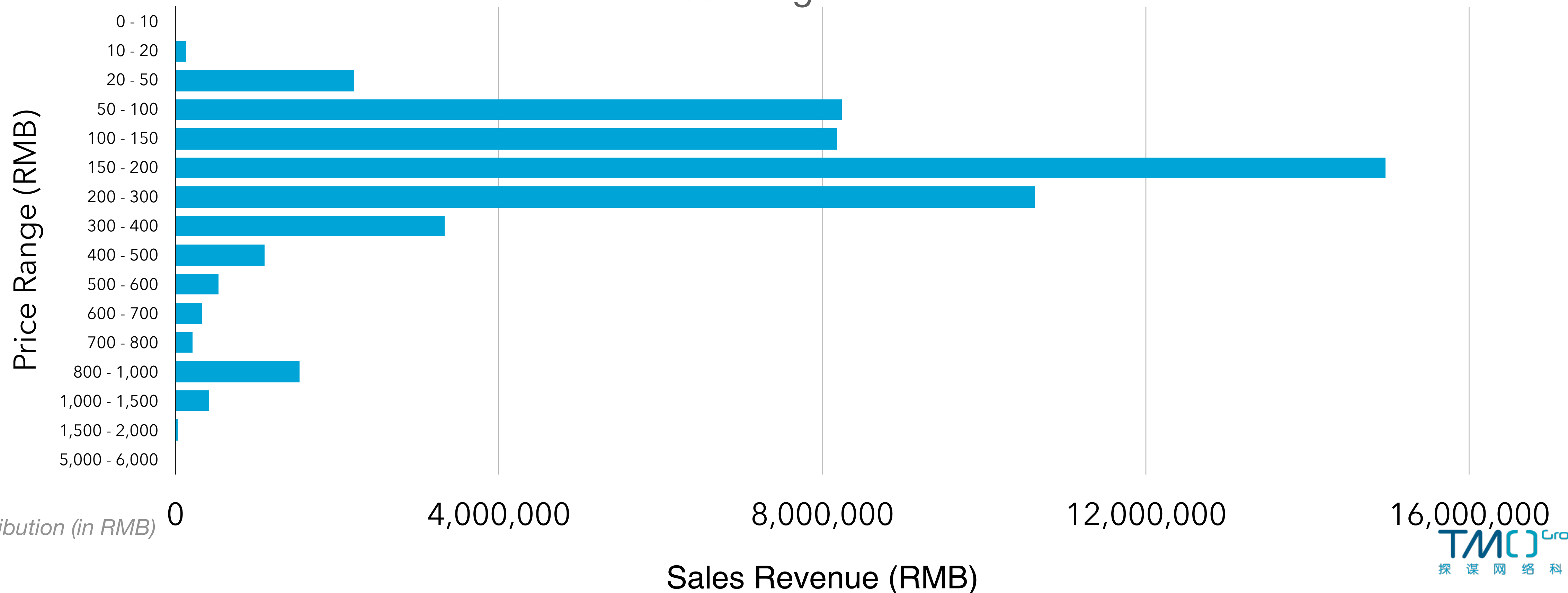
Sales Vol: 59,259

SKUs online : 386

Sales Revenue: 11,986,822 RMB

Shops: 84

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)
【袁姗姗同款】澳洲Swisse斯维诗奶蓟草片加班熬夜必备120粒醒酒	Swisse	159	149	38,488	5,734,712
BYHEALTH汤臣倍健护澳洲肝脏肝片奶蓟草水飞蓟正品熬夜必备营养品	ByHealth	178	168.8	29,072	4,907,388
姐姐同款澳洲Swisse斯维诗奶蓟草片120粒 加班熬夜解酒护常备肝片	Swisse	298	195.13	27,965	5,456,940
[袁姗姗同款]澳洲Swisse斯维诗葡萄籽片原花青素180片/瓶胶囊	Swisse	299	149	16,765	2,497,985
[热巴同款]Swisse斯维诗葡萄籽粉胶囊精华原花青素维生素c 淡斑	Swisse	339	194.58	15,632	3,041,663

SUB-CATEGORY - OTHER PLANT EXTRACTS

March 2021

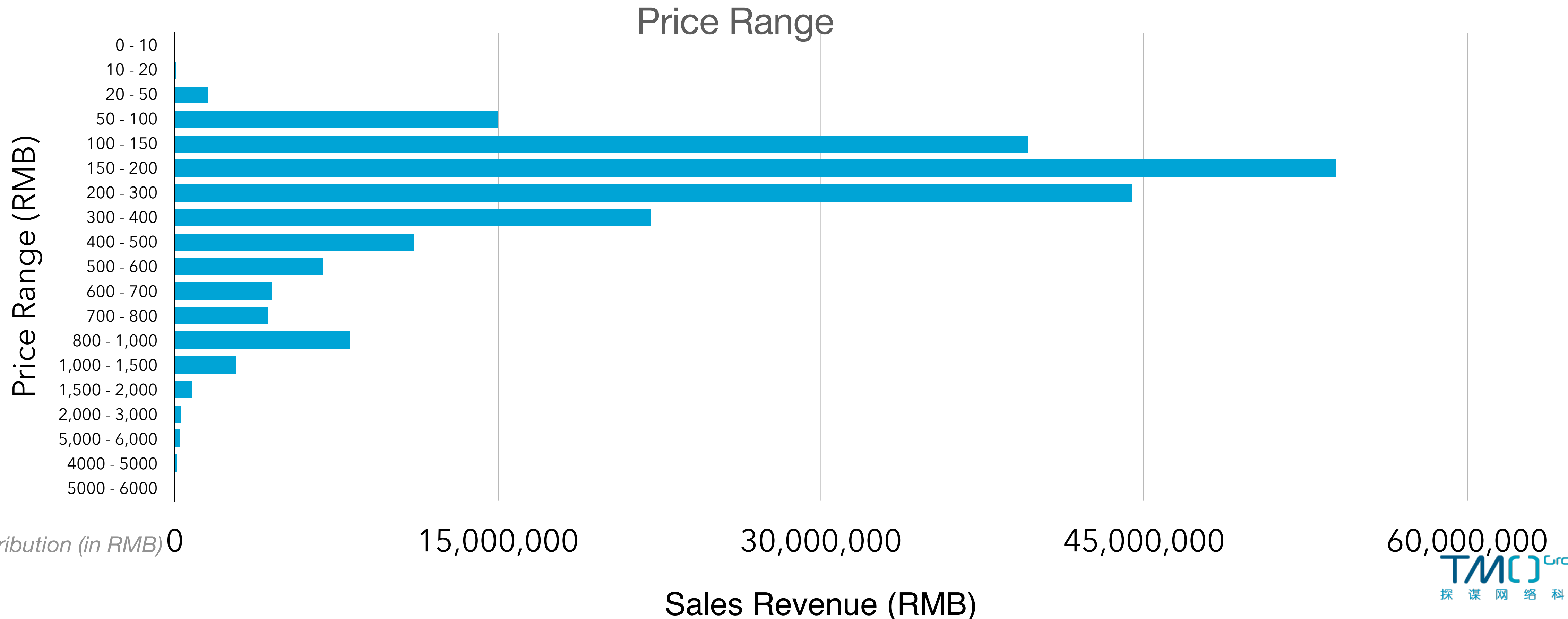
Brands: 725

Sales Vol: 1,150,323

SKUs online : 14,064

Sales Revenue: 209,811,441 RMB

Shops: 1,276



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)
澳洲进口Healthy Care 黑蜂胶提高免疫缓三高胶囊 2000mg200粒	Healthy Care	239	76	2,912	221,312
纽安思好分贝润喉护嗓子疼喷雾剂蜂胶无糖教师咽喉喉咙有痰异物感	Nature's Answer	198	168	2,100	352,800
澳洲Healthy Care黑蜂胶软胶囊200粒/瓶澳大利亚进口正品巴西原胶	Healthy Care	175	109.13	1,580	172,422
【直营】2瓶*澳洲Healthy Care金装黑蜂胶软胶囊200粒/瓶进口正品	Healthy Care	299	189.71	1,451	275,274
HealthyCare金装黑蜂胶软胶囊精华200粒高浓度原装正品澳洲进口CW	Healthy Care	399	132	1,399	184,668

SUB-CATEGORY - ANIMAL EXTRACTS

March 2021

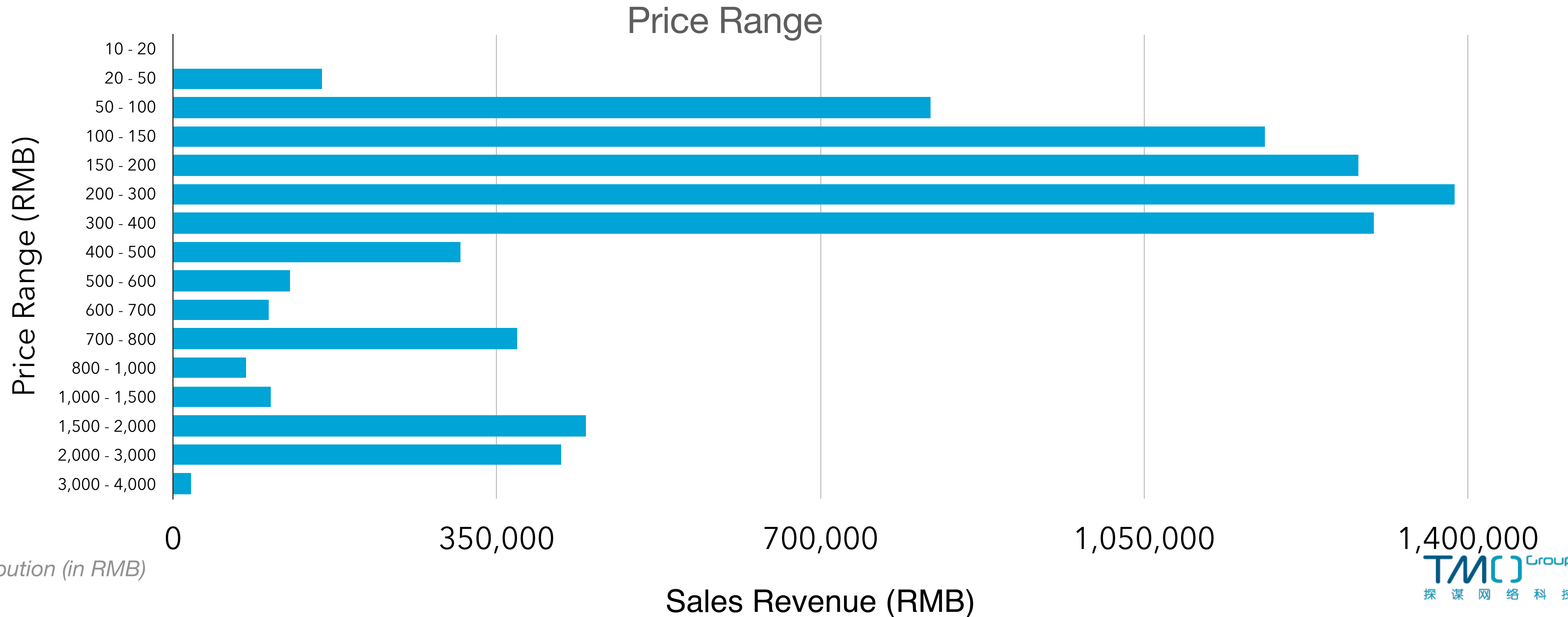
Brands: 154

Sales Vol: 41,884

SKUs online : 1,006

Sales Revenue: 8,109,908 RMB

Shops: 385



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)
肌肉科技cla共轭亚油酸碳水阻断糖原装正品亚麻酸软胶囊健身抗糖	Muscletech/麦斯泰克	598	188	7,217	1,356,796
Elevit进口澳版爱乐维藻油DHA软胶囊高含量孕妇专用孕哺乳期60粒	Elevit/爱乐维	269	189	4,468	844,452
澳洲bio island孕妇专用DHA海藻油孕期哺乳期备孕胶囊营养品60粒	Bio Island	151	86.77	1,634	141,776
Elevit进口澳版爱乐维藻油DHA软胶囊高含量孕妇专用孕哺乳期60粒	Elevit/爱乐维	269	189.08	1,553	293,647
Muscletech肌肉科技CLA共轭亚油酸阻断碳水亚麻酸软胶囊2瓶装	Muscletech/麦斯泰克	1196	372.97	1,024	381,924

SUB-CATEGORY - OMEGA FATTY ACIDS

March 2021

Brands: 517

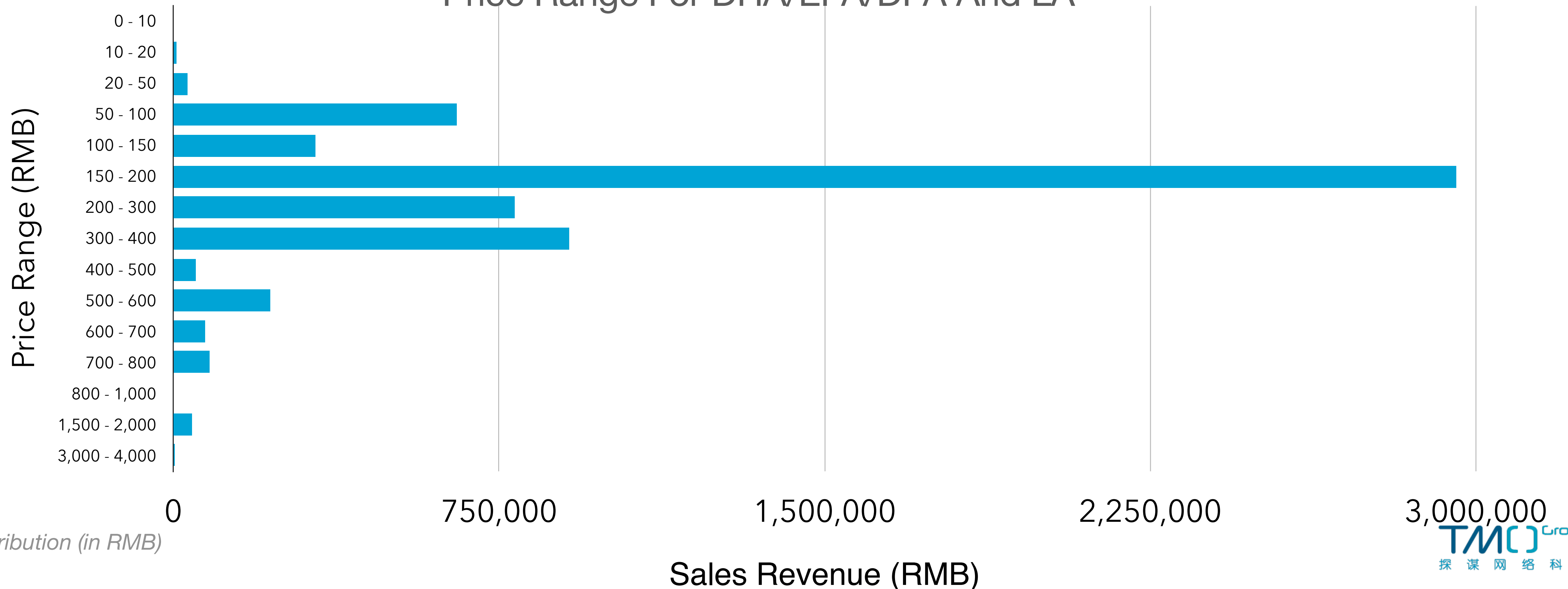
Sales Vol: 345,069

SKUs online : 4,320

Sales Revenue: 66,030,016 RMB

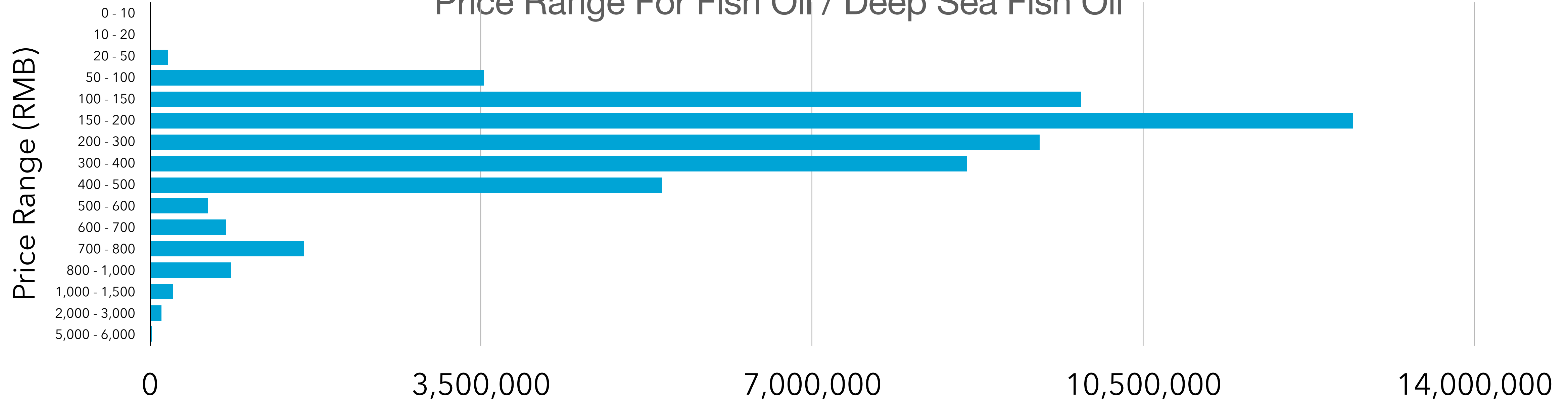
Shops: 1,618

Price Range For DHA/EPA/DPA And LA



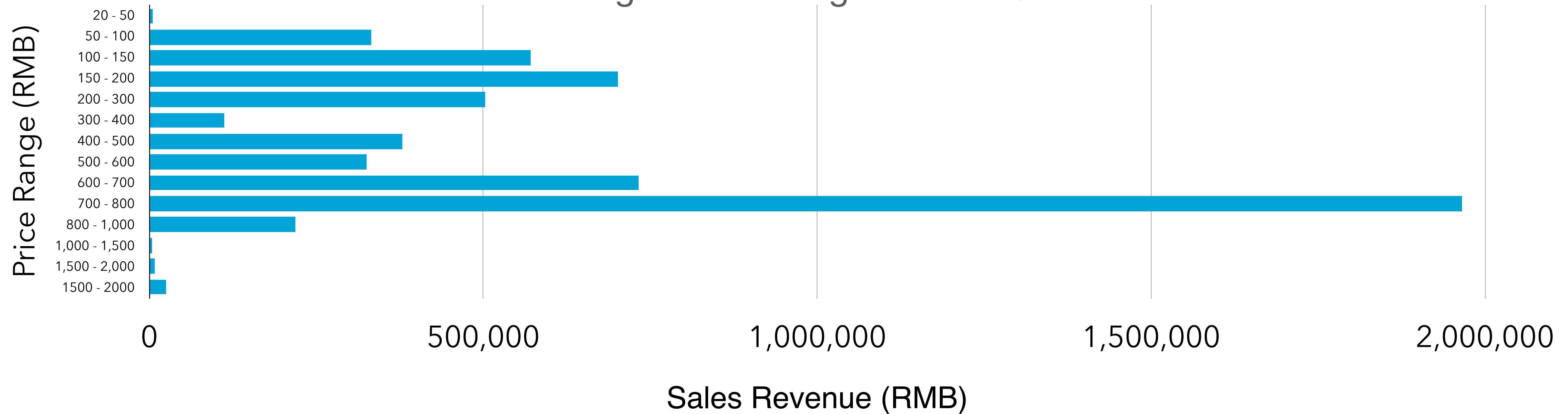
Price distribution (in RMB)

Price Range For Fish Oil / Deep Sea Fish Oil



Sales Revenue (RMB)

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)
法国Charrier小方瓶口腔营养喷雾 口气清新口腔护理蜂胶社交神器	Charrier/ 保健品	196	94.64	17,854	1,689,672
白美丸白美全身丸内服口服胶原蛋白内服白美片日本	Yan Meiniang/ 燕美娘	1,990	198.27	12,402	2,458,883
美白饮正品内服口服全身美白淡斑抗糖液态胶原蛋白褪黑色素美白丸	Ni Lingyan/ 逆龄燕	698	268	10,811	2,897,348
白美丸内服口服全身丸胶原蛋白黑色素白美片糖日本维生素	Ni Lingyan/ 逆龄燕	698	268	10,183	2,729,044
[热巴同款]Swisse斯维诗胶原水光片口服玻尿酸胶原蛋白辅助抗糖vc	Swisse	599	499	10,065	5,022,435

SUB-CATEGORY - BEAUTY SUPPLEMENTS

March 2021

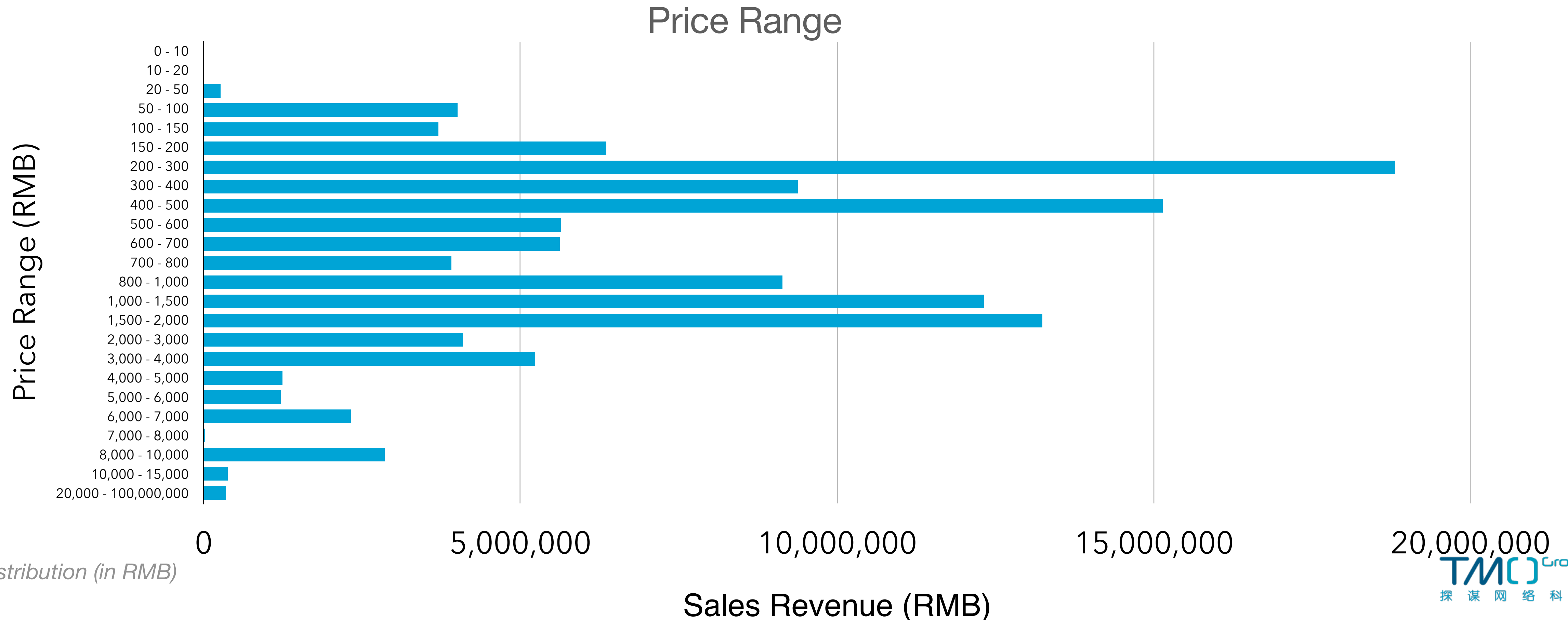
Brands: 547

Sales Vol: 310,460

SKUs online : 3,194

Sales Revenue: 125,221,465 RMB

Shops: 624



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)
拜耳ONEADAY多维果肉小方块水果软糖补充维生素成人儿童真实果肉	One a Day	269	198.98	7,352	1,462,928
BYHEALTH汤臣倍健小弹丸胶原蛋白水果糖玫瑰软糖小分子肽抗自由基	ByHealth	158	143.5	6,135	880,355
直播vitafusion进口女士复合维生素综合多种女性多种b族b12软糖	VitaFusion	259	168	4,846	814,128
雀巢 Optifast代餐奶昔 全营养饱腹低脂低卡营养代餐粉单盒	Nestle Health Science	358	153.81	4,639	713,511
Unichi玫瑰胶原小熊软糖胶原蛋白水果糖维生素C	Unichi	299	199.02	4,419	879,462

SUB-CATEGORY - HEALTH FUNCTIONAL FOODS

March 2021

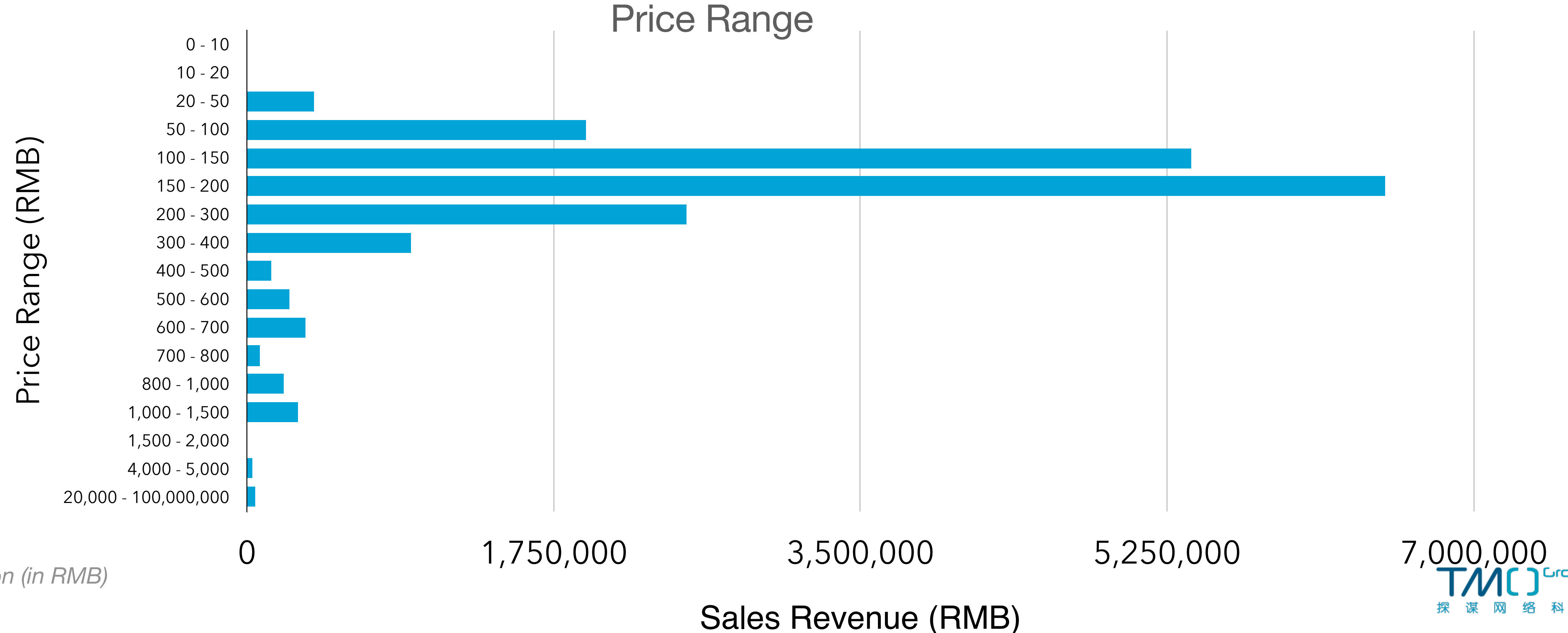
Brands: 279

Sales Vol: 126,789

SKUs online : 984

Sales Revenue: 18,997,996 RMB

Shops: 303



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)
LemonBox全定制复合维生素营养包在线科学每日补充剂胶囊进口直邮	LemonBox	435	67.81	5,902	400,194
BLACKMORES澳佳宝芹菜籽7000西芹籽保护关节尿酸澳洲保健品	Blackmores/澳佳宝	399	256.39	976	250,234
GNC健安喜黑樱桃浓缩精华胶囊120粒	GNC/健安喜	219	149.84	249	37,311
LemonBox定制维生素熬夜加班保护心血管30包护眼解压抗疲骨骼职场	LemonBox	339	269	195	52,455
【华晨宇限量明星礼盒】Cenovis萃益维维C300片维B200粒	Cenovis	1,099	204.33	165	33,715

SUB-CATEGORY - NUTRITION PACK

March 2021

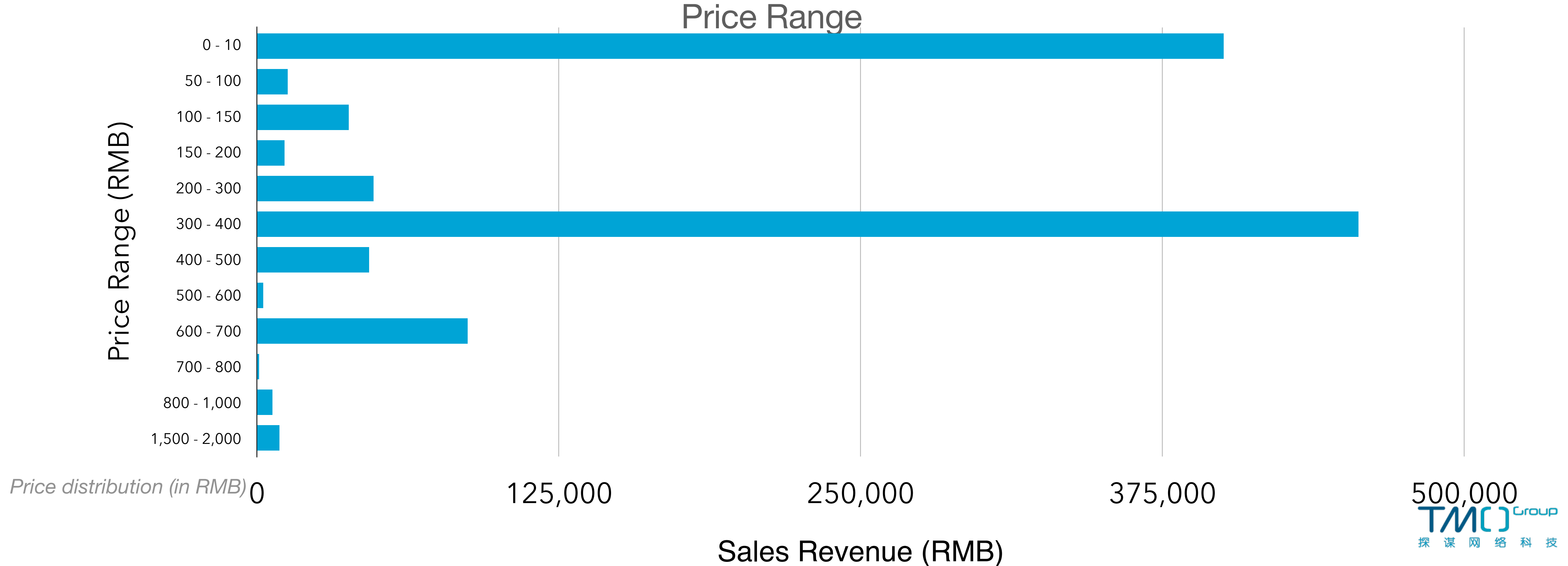
Brands: 21

Sales Vol: 8,537

SKUs online : 44

Sales Revenue: 1,120,228 RMB

Shops: 22



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)
雀巢PERSONA体重管理营养包复合维生素抗糖阻断碳水脂肪膳食进口	Persona	338	182.47	5,984	1,091,906
明星同款燃脂球窈窕奢养躺shou植物提取AQUILEA体重管理胶囊60粒	Aquilea	399	323.33	5,425	1,754,065
Myprotein熊猫CLA共轭亚油酸软胶囊180粒健身阻断碳水糖大餐救星	MyProtein	269	168	3,874	650,832
AdvoCare美国网红无糖运动饮料低卡低脂能量冲粉健身篮球跑步必备	AdvoCare	229	147.08	3,388	498,292
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	139.16	3,234	450,048

SUB-CATEGORY - SPORTS & SLIMMING FOODS

March 2021

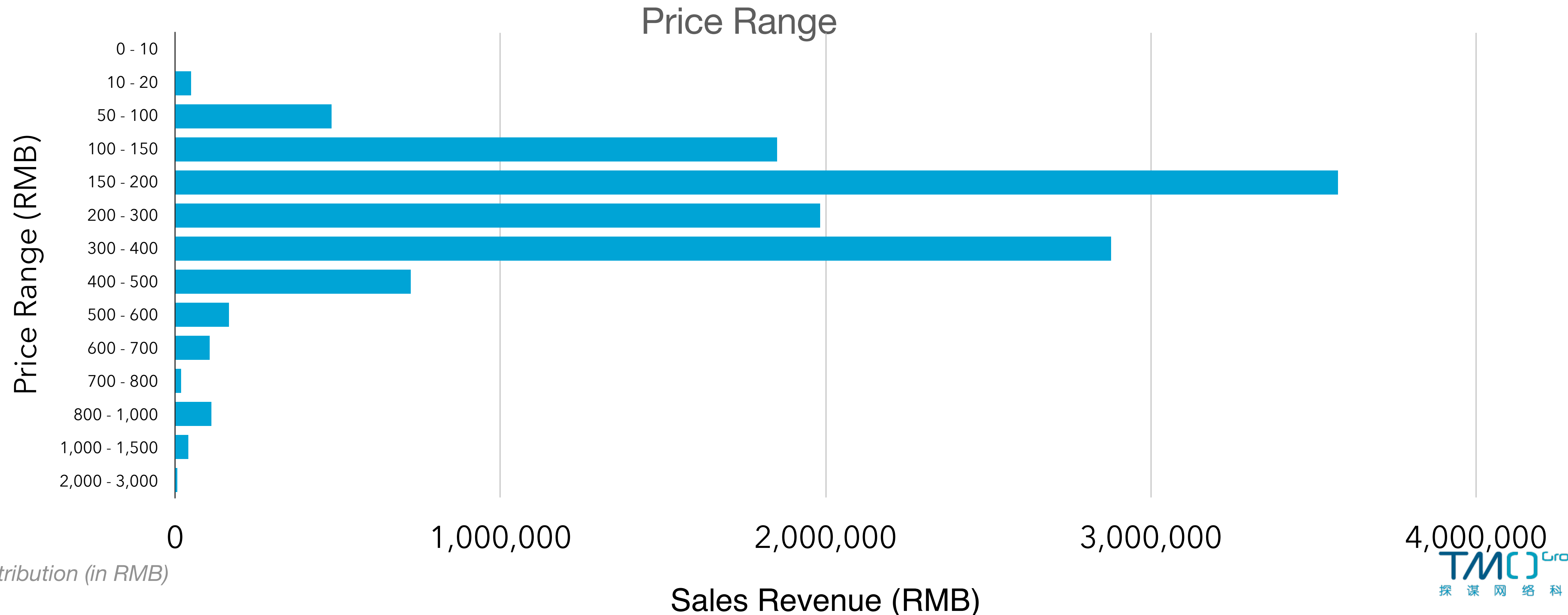
Brands: 76

Sales Vol: 59,259

SKUs online : 386

Sales Revenue: 11,986,822 RMB

Shops: 84



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)
【品牌3.15推荐产品】日本ISDG进口夜间酵素232种果蔬润肠120粒袋	iSDG	199	138	15,660	2,161,080
维兰德能量补充 WeylandEnergy提神植物咖啡缓解疲劳考试提神一星	Weyland Brain Nutrition	3.39	0.95	3,603	3,423
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	3,575	3,933
FOCUS益智提神脑力 Excelerol补充提高记忆力潜能记忆集中1颗价	Excelerol	2.9	2.9	2,959	8,581
大脑实验室提高注意力提高记忆力mindlabpro美国进口1颗价	MindLabPro	5.8	5.8	2,484	14,407

SUB-CATEGORY - OTHER SUPPLEMENTS

March 2021

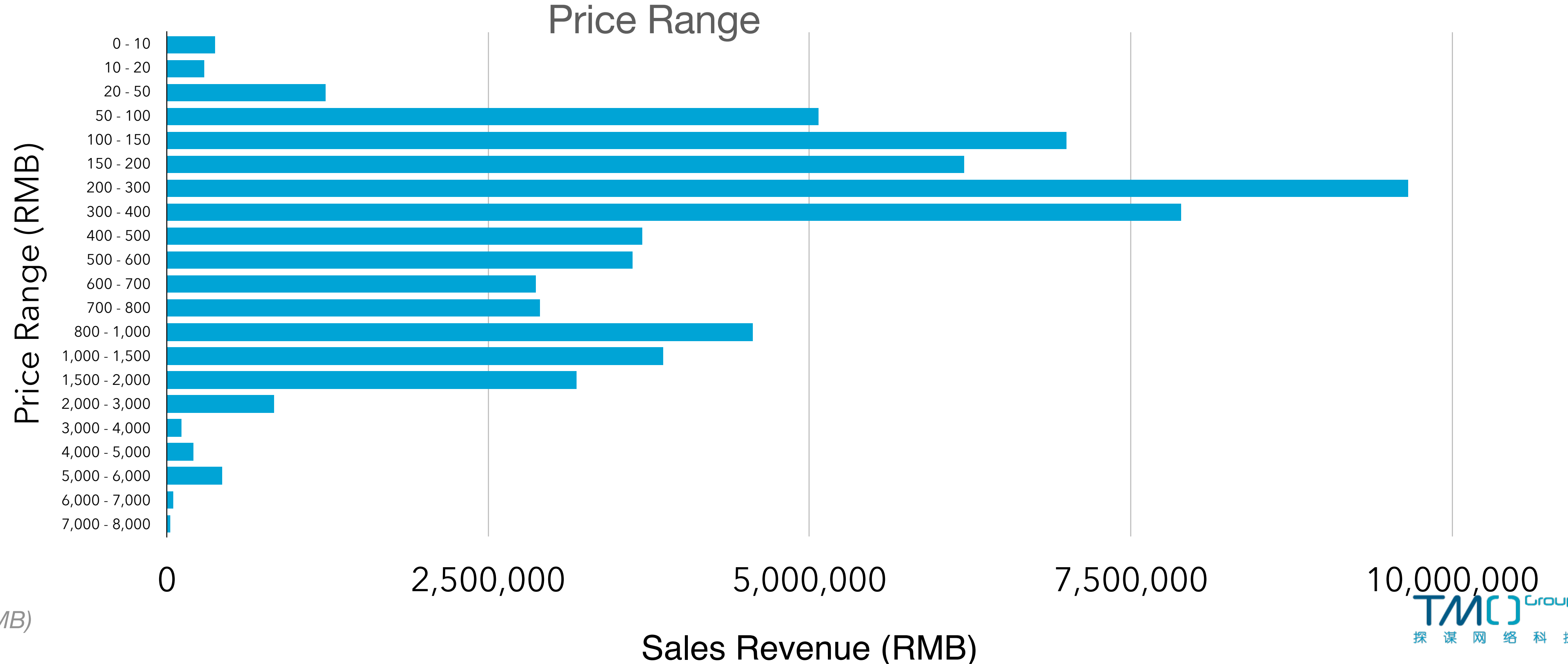
Brands: 1,040

Sales Vol: 367,035

SKUs online : 12,345

Sales Revenue: 64,065,426 RMB

Shops: 1,459



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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