

Dietary Supplements in China

September 2023

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Dietary Supplements in China - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

"Fourth meal" becomes a new choice for Chinese consumers in their pursuit of health COVID-19-related dietary supplements usher in sales surges for specific categories Glucosamine sees a decline due to intensified competition

PROSPECTS AND OPPORTUNITIES

Fast-paced lifestyles will accelerate the growth of liver health products Nurturing health gaining traction amongst younger consumers

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DISCLAIMER

DEFINITIONS

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