

# Vitamins and Dietary Supplements in Asia Pacific

October 2021

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## INTRODUCTION

Scope Key findings

## REGIONAL OVERVIEW

Asia Pacific continues to account for almost half of global sales Forecast period expected to see a return to stronger growth rates Hong Kong bucks the general trend with a steep decline in 2020 Healthy China 2030 programme helping to drive sales Tonics struggle due to falling sales in China and Japan Sales of immunity-boosting products driven by the pandemic Non-store retailing continues to dominate sales... ...with e-commerce making gains on direct selling

### LEADING COMPANIES AND BRANDS

Fragmented competitive landscape By-health continues gaining ground China the major revenue generator for the top 10 players Swisse continues moving up the rankings

#### FORECAST PROJECTIONS

Healthy annual growth rates expected over the forecast period Vitamin C will continue doing well

#### COUNTRY SNAPSHOTS

China: Market Context China: Competitive and Retail Landscape Hong Kong, China: Market Context Hong Kong, China: Competitive and Retail Landscape India: Market Context India: Competitive and Retail Landscape Indonesia: Market Context Indonesia: Competitive and Retail Landscape Japan: Market Context Japan: Competitive and Retail Landscape Malaysia: Market Context Malaysia: Competitive and Retail Landscape Pakistan: Market Context Pakistan: Competitive and Retail Landscape Philippines: Market Context Philippines: Competitive and Retail Landscape Singapore: Market Context Singapore: Competitive and Retail Landscape South Korea: Market Context South Korea: Competitive and Retail Landscape Taiwan: Market Context Taiwan: Competitive and Retail Landscape Thailand: Market Context Thailand: Competitive and Retail Landscape Vietnam: Market Context Vietnam: Competitive and Retail Landscape

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