

Vitamins and Dietary Supplements in Asia Pacific

October 2021

Table of Contents

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-and-dietary-supplements-in-asiapacific/report.