Euromonitor International

Consumer Health in Asia Pacific

January 2025

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REGIONAL OVERVIEW

Asia Pacific most dynamic over 2019-2024, helping it become the biggest region
Growth slows in 2024 after the strong performances seen since pandemic-affected 2020
Vitamins and dietary supplements the biggest category in Asia Pacific consumer health
Dietary supplements in China account for almost a third of new sales in 2019-2024
NRT smoking cessation aids declining in South Korea over 2019-2024
Vitamins and dietary supplements dominate the new sales added over 2019-2024
Slowdown in growth for consumer health in China in 2024
Sports nutrition remains an area enjoying good performances in many countries
Pharmacies is the leading consumer health retail distribution channel
E-commerce continues to increase its retail sales share

LEADING COMPANIES AND BRANDS

Retailers continue to expand their private label portfolios
Amway makes gains in the Chinese market in 2024
Taisho Pharmaceutical Holdings becomes a privately-owned company
Nutrilite continues to lead the brand rankings

FORECAST PROJECTIONS

Positive growth expected for Asia Pacific consumer health throughout 2024-2029
Ageing populations in China and Japan likely to help drive growth
Younger population to play a pivotal role in shaping Indian consumer health

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