



Euromonitor  
International

# Consumer Health in Hong Kong, China

September 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 2 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2019-2024  
Table 4 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 5 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 6 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 8 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 9 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 10 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of analgesics remain resilient in Hong Kong  
Topical analgesics/anaesthetic records further dynamic growth from low sales base  
Health and beauty specialists remains dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Analgesics may face competition from TCM formulations and vitamins and dietary supplements  
Demand for NSAIDs set to slow due to rising awareness of potential side effects  
Short-term challenges of alternatives purchased in neighbouring countries

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2019-2024  
Table 13 - Sales of Analgesics by Category: % Value Growth 2019-2024  
Table 14 - NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 - LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 - Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

Sleep Aids in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Timed released of melatonin helps support growth of sleep aids
- Demand for sleep aids increases as delivery formats diversify
- Herbal/traditional options pose competition to melatonin-based offerings

PROSPECTS AND OPPORTUNITIES

- Abundant growth opportunities for sleep aids in Hong Kong
- Lack of research on melatonin may see consumers seek alternative remedies
- Sleep programmes and therapy set to aid severe symptoms

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2019-2024

Table 19 - Sales of Sleep Aids: % Value Growth 2019-2024

Table 20 - NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 22 - Forecast Sales of Sleep Aids: Value 2024-2029

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

Cough, Cold and Allergy (Hay Fever) Remedies in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continuous influenza waves support sales of cough, cold and allergy (hay fever) remedies
- Rising popularity of herbal sprays for oral and nasal discomfort
- Symptom signage increases at health and beauty specialists

PROSPECTS AND OPPORTUNITIES

- Growing popularity of natural solutions to address cough and cold symptoms
- Vitamins and dietary supplements emerges as competition due to preventive healthcare trend
- Tourist recovery to help push demand for cough, cold and allergy (hay fever) remedies

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Dermatologicals in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Japanese imports set to intensify competition for leading brands
- Technological advancements help drive development of dermatologicals

Distribution changes and balancing the need for advice with convenience

PROSPECTS AND OPPORTUNITIES

- Consumers take increasingly holistic approach to hair and scalp health
- Herbal/traditional formulations to potentially hinder growth
- Challenges to local spending behaviour in the short term

CATEGORY DATA

- Table 30 - Sales of Dermatologicals by Category: Value 2019-2024
- Table 31 - Sales of Dermatologicals by Category: % Value Growth 2019-2024
- Table 32 - NBO Company Shares of Dermatologicals: % Value 2020-2024
- Table 33 - LBN Brand Shares of Dermatologicals: % Value 2021-2024
- Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024
- Table 35 - Forecast Sales of Dermatologicals by Category: Value 2024-2029
- Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

Digestive Remedies in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Digestive health issues continue to aid category growth
- Multifunctionality remains a key driver
- Probiotics emerge as competition to digestive remedies

PROSPECTS AND OPPORTUNITIES

- Health behaviours with travel and post-pandemic lifestyles
- Demand for herbal/traditional options set to grow
- Incorporation of probiotics within digestive remedies

CATEGORY DATA

- Table 37 - Sales of Digestive Remedies by Category: Value 2019-2024
- Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 39 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
- Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Eye Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Long wait times force consumers to search for OTC products to support visual function
- Product development by leading player helps drive growth
- Wide availability of eye health supplements offers competition

PROSPECTS AND OPPORTUNITIES

- Paediatric eye care set to generate growth through segmentation
- Eye wash format to gain popularity as consumer awareness of eye health rises

CATEGORY DATA

- Table 43 - Sales of Eye Care by Category: Value 2019-2024
- Table 44 - Sales of Eye Care by Category: % Value Growth 2019-2024
- Table 45 - NBO Company Shares of Eye Care: % Value 2020-2024

Table 46 - LBN Brand Shares of Eye Care: % Value 2021-2024

Table 47 - Forecast Sales of Eye Care by Category: Value 2024-2029

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

NRT Smoking Cessation Aids in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Government-led initiatives contribute to smoking overall decline
- Dominance of two global brands within NRT smoking cessation aids
- Primary distribution channels unlikely to change

PROSPECTS AND OPPORTUNITIES

- Government taxation increases set to dampen future demand
- Category leaders unlikely to shift as demand declines

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Wound Care in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Technological advancements define quality for wound care
- Wound care's recovery supported by targeted needs
- Consumer acceptance of private label offerings

PROSPECTS AND OPPORTUNITIES

- Impulse purchases to drive further growth of wound care
- Active lifestyles to increase growth of wound care
- Increasing competition for leading brands from Japanese technology

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2019-2024

Table 57 - Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 - LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 - Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

Sports Nutrition in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition in Hong Kong supported by ongoing fitness trends  
Continued growth of sports nutrition through increasing accessibility  
Protein powder flavours offer additional choice for localised palates

PROSPECTS AND OPPORTUNITIES

Sports nutrition is predicted to record continuous growth  
Functional drinks to drive new product innovation  
Plant-based proteins set to see greater demand

CATEGORY DATA

- Table 62 - Sales of Sports Nutrition by Category: Value 2019-2024
- Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Sports Nutrition: % Value 2020-2024
- Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024
- Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029
- Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

Dietary Supplements in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Development of probiotics beyond immunity and digestive health concerns  
Ageing population increases demand for supplements supporting cognitive function  
Liver health gaining traction as social events resume

PROSPECTS AND OPPORTUNITIES

Marine-derived omega fatty acids offer additional benefits  
Japanese brand perception and technology to support growth of dietary supplements  
Men’s health supplements expand through herbal formulations

CATEGORY DATA

- Table 68 - Sales of Dietary Supplements by Category: Value 2019-2024
- Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024
- Table 70 - Sales of Dietary Supplements by Positioning: % Value 2019-2024
- Table 71 - NBO Company Shares of Dietary Supplements: % Value 2020-2024
- Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024
- Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029
- Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Vitamins in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer behaviour shifts to vitamin B with expanding formats to drive growth  
Consumer awareness of combined supplements for targeted benefits  
Health and beauty specialists remains dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Time-release vitamins set to see demand  
Private label set to capitalise on vitamin demand  
Ageing population to support future demand for vitamin D

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2019-2024

Table 76 - Sales of Vitamins by Category: % Value Growth 2019-2024

Table 77 - Sales of Multivitamins by Positioning: % Value 2019-2024

Table 78 - NBO Company Shares of Vitamins: % Value 2020-2024

Table 79 - LBN Brand Shares of Vitamins: % Value 2021-2024

Table 80 - Forecast Sales of Vitamins by Category: Value 2024-2029

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Weight Management and Wellbeing in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Weight loss through natural and sufficient eating behaviour
- Japanese options drive additional growth for weight management
- Nu Skin launches new series of weight management products

PROSPECTS AND OPPORTUNITIES

- More consumers focus on fasting methods and healthier diets to achieve weight loss
- Probiotics set to pose competition to weight loss supplements
- Demand for weight management to rise as various formats promote convenience and accessibility

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

Herbal/Traditional Products in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local demand fuels sales growth of TCM options
- Influenza as a catalyst to drive sales of herbal/traditional products
- Lingzhi sees strong demand as competition to NMN supplements

PROSPECTS AND OPPORTUNITIES

- Hong Kong's advantages in terms of promoting herbal/traditional products
- Continuation of targeted products for ageing population
- Younger generations may require scientific support for traditional remedies

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Paediatric Consumer Health in Hong Kong, China

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Nasal sprays support growth of paediatric cough, cold and allergy remedies
- Liquid and jelly formats support paediatric vitamins and dietary supplements
- Supplements targeting eye and cognitive development move away from Western formulations

PROSPECTS AND OPPORTUNITIES

- Specialised nutrition for paediatric healthcare to drive forecast period growth
- Plant-based herbal ingredients may offer natural and gentler remedies
- Health and personal care stores to remain dominant distribution channel

CATEGORY DATA

- Table 94 - Sales of Paediatric Consumer Health by Category: Value 2019-2024
- Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
- Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024
- Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024
- Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
- Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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/consumer-health-in-hong-kong-china/report](http://www.euromonitor.com/consumer-health-in-hong-kong-china/report).