

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-asia-pacific/report.