



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

COUNTRY SNAPSHOTS

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China: Competitive and Retail Landscape

Hong Kong, China: Market Context

Hong Kong, China: Competitive and Retail Landscape

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India: Competitive and Retail Landscape

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