



# 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

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