



Consumer Health in Asia Pacific

April 2024

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REGIONAL OVERVIEW

Asia Pacific the biggest and most dynamic region over 2018-2023

Strong performances seen since the lockdown-induced dip in growth in 2020

Vitamins and dietary supplements the biggest category in Asia Pacific consumer health

Strong growth for dietary supplements in China in 2023

Dynamic performance by sports nutrition in South Korea over 2018-2023

Vitamins and dietary supplements dominate the new sales added over 2018-2023

Japanese consumers are increasingly favouring value-added consumer health products

Pharmacies is the leading consumer health retail distribution channel

E-commerce continues to increase its retail sales share

LEADING COMPANIES AND BRANDS

KT&G Corp has the biggest national share among the region's leading players

Amway benefits from a strong presence in China

Haleon has the widest spread in terms of its presence across the region

Nutriline continues to lead the brand rankings

FORECAST PROJECTIONS

Positive, if slowing, growth rates expected over 2023-2028

Targeting ageing populations in Japan or South Korea but the young demographic in India

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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