

China Nutritional Supplements Market Outlook 2027

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Abstracts

China Nutritional Supplement Market Analysis – 2018-2027

Nutritional supplement is a dietary supplement added to the diet and is intended to enhance, maintain, and improve the function of human body, that may otherwise not be consumed sufficiently. They can be natural or synthetic in nature and are consumed in the form of capsule, soft gels, tablets, powder, liquid and others. The China nutritional supplement market is anticipated to grow with a CAGR of 14.45% during the forecast period 2020-2027. Factors such as launching of new, advanced and cost-effective nutritional supplement products and the upsurge in the number of working women populations across Asia Pacific region, coupled with several other factors, which include growing demand for natural and gluten-free nutraceuticals, rising awareness for the side effects of the consumption of chemical-based pharmaceutical products, rising research and development activities in the field of dietary supplements and increasing investments by in-house giant players are some of the factors anticipated to contribute towards the growth of the China nutritional supplement market.

The China nutritional supplement market is anticipated to be driven by the growing concern for health and the rising chronic diseases, which has generated the need amongst individuals to consume healthy food and maintain a healthy diet. Additionally, increasing demand for nutritional supplements from consumers along with huge profit margins associated with the business of nutritional supplements is attracting several new players to participate in the nutritional supplements industry. According to the statistical report of the World Health Organization (WHO), it estimated that around 17.9 million people or 31% of the global deaths were caused due to cardiovascular diseases. Apparently, 85% of these deaths were predicted to occur due to heart attack, stroke and unhealthy diet.

The China nutritional supplement market is segmented by distribution channel into

online and offline. The offline segment is further sub-segmented into supermarket/hypermarket, pharmacies and others. Out of these, the supermarket/hypermarket segment, which is preferred by consumers as it is a traditional way of buying, is anticipated to grow with a modest CAGR during the forecast period. On the other hand, the pharmacies segment, which helps consumers get direct access for information on products to the salesperson of the pharmacy is anticipated to grow at a healthy CAGR over the forecast period.

Some of the affluent industry leaders in the China nutritional supplements market are Swisse Wellness, Nestle Health Science, Bayer AG, Yakult Honsha Co., Ltd., DSM, Pfizer Inc. and Danone S.A.

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