



Natural Health Products in China: What Lies Ahead in a Post-Covid World?

27 May 2021



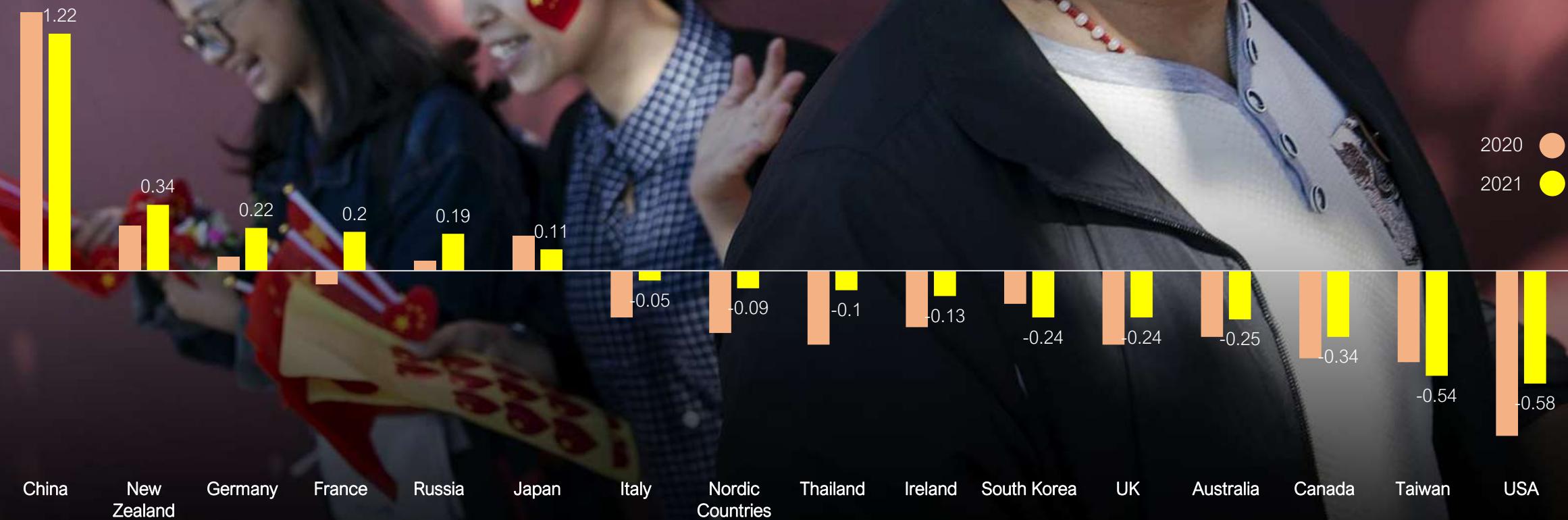
82.4%

Buying more online

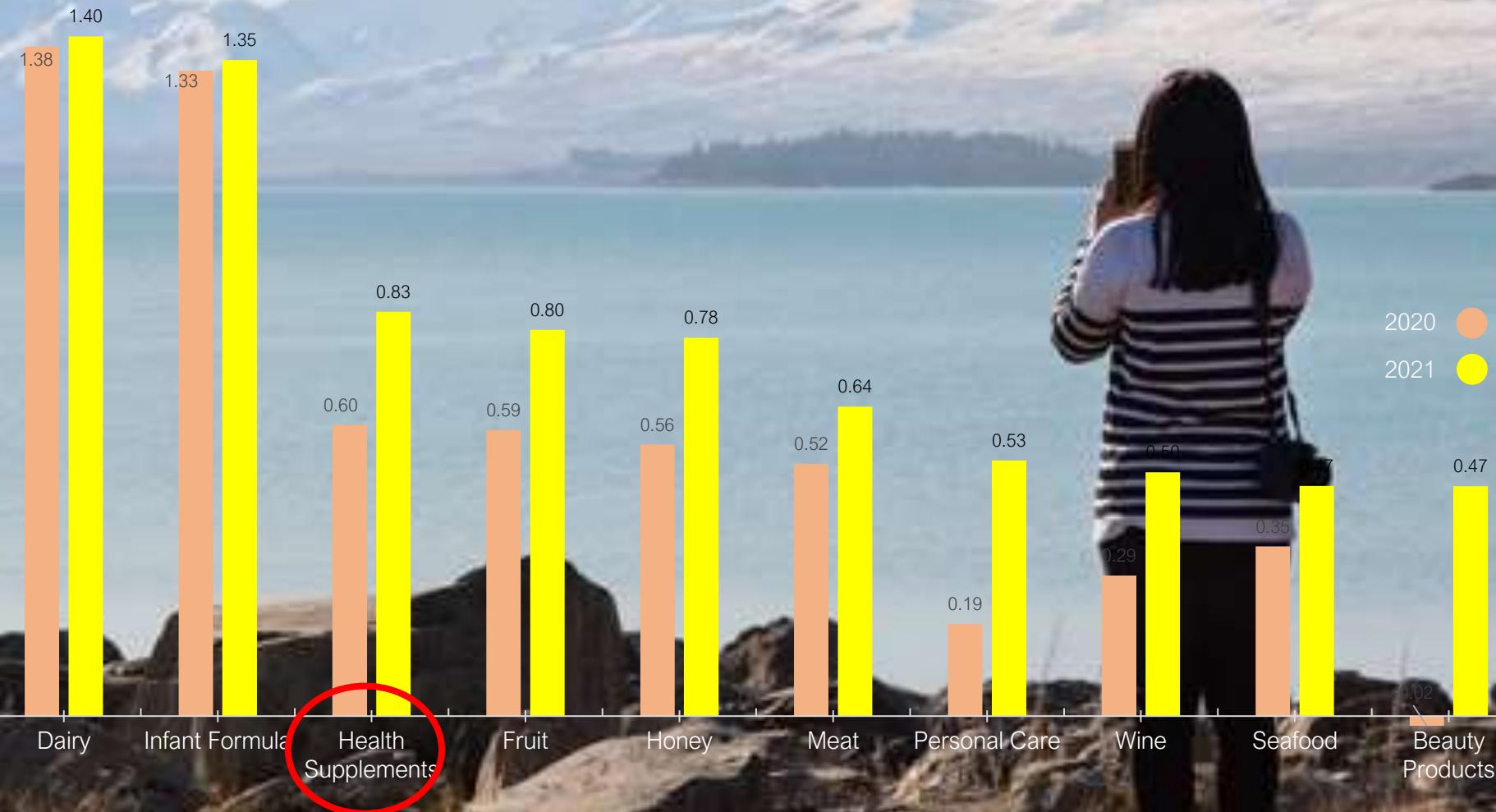


Rising Preference for Chinese Brands

Dynamic International Relations Impact on
Purchase intent 2020-2021



Health Supplements Doing Okay - Particularly NZ!





Finally, Purchase Intent Tipping Towards Sustainability



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Reflection has Accelerated Personalisation: What's Meaningful for Me, My Tribe, My Lifestyle



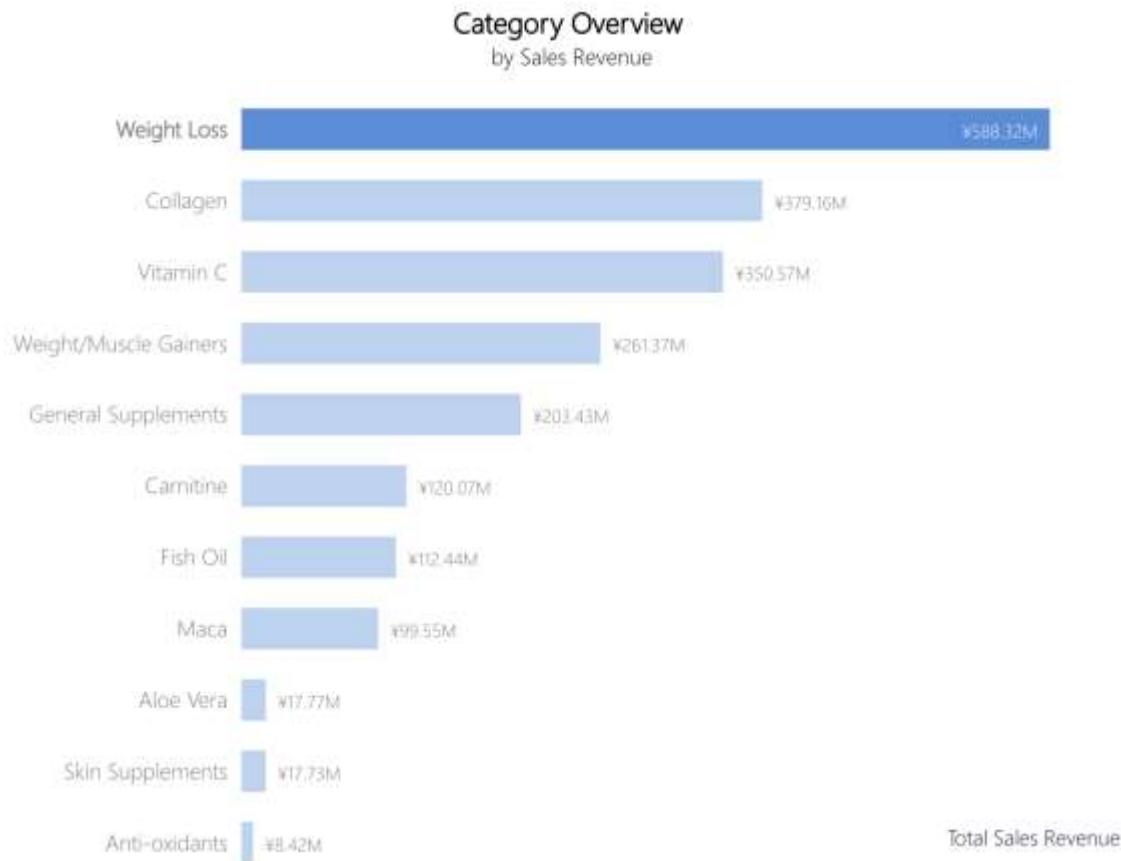
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Health & Immunity More Important Than Ever

A medical professional in blue protective gear, including a mask and gloves, is performing a nasal swab on a patient. The patient is wearing a colorful, patterned shirt. In the background, another person is visible, and there are various medical supplies and equipment on a counter.

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Weight loss top selling category - dominated by domestic brands

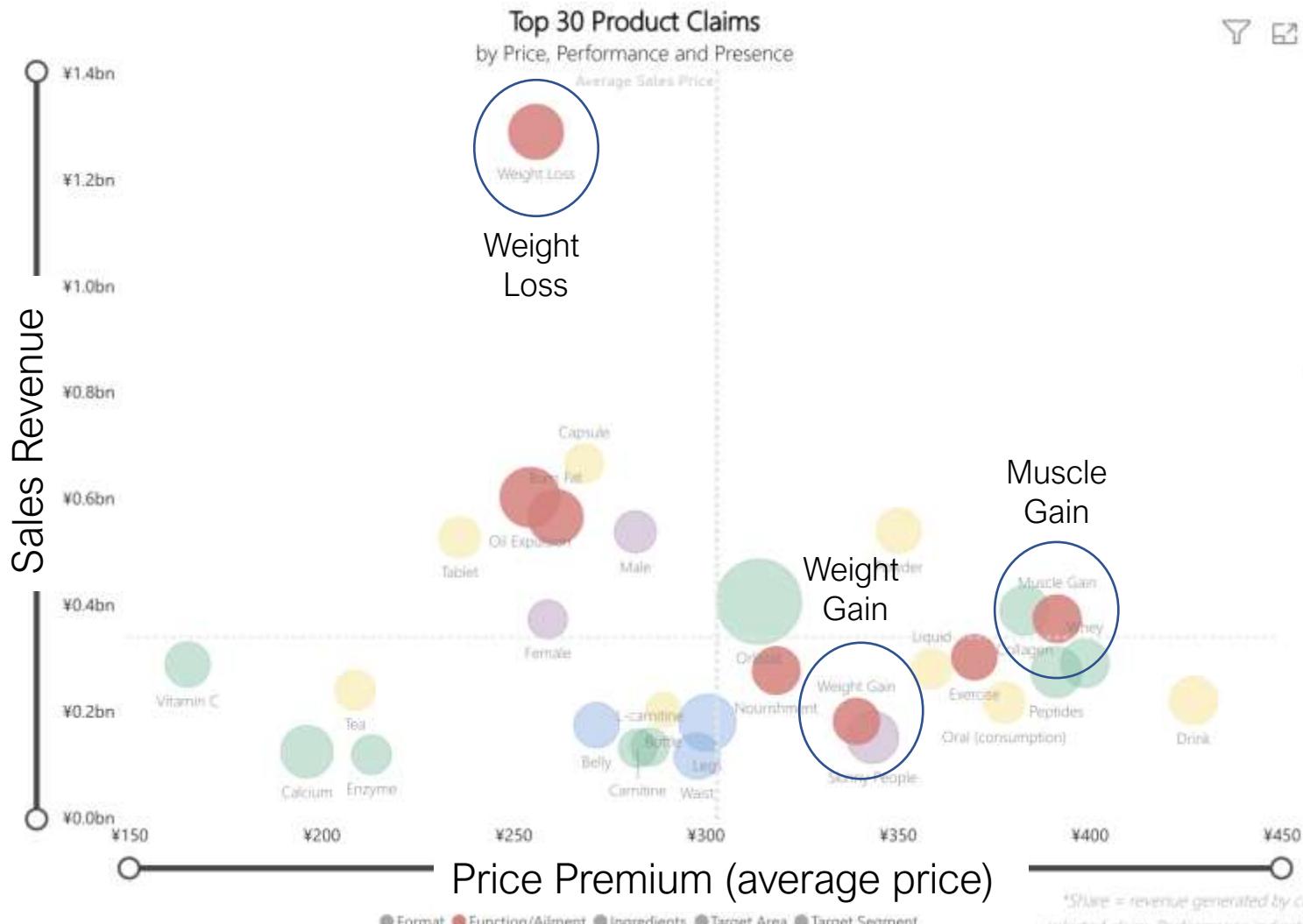


Source: *China Skinny Supplements Tracker*

Obesity Growing Problem Interest in Weight Loss Has Peak Seasons



Weight loss not a premium claim



Source: *China Skinny Supplements Tracker*

Weight gain, muscle gain, fitness and recovery gaining popularity



109

cities in mainland China have more people than New Zealand



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People Finally Talking About Mental Health



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One to Watch: Pet Health



Connect and resonate with Chinese consumers not just through specific health functions, but through their values, lifestyle, tribe, geography, etc.



200+ BRANDS, 28 CATEGORIES



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