



Euromonitor  
International

# Consumer Health in Asia Pacific

January 2025

Table of Contents

## INTRODUCTION

Scope

Key findings

## 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

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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-health-in-asia-pacific/report](http://www.euromonitor.com/consumer-health-in-asia-pacific/report).