



# New Consumer Journey in Health Products in Asia

March 2025

## EXECUTIVE SUMMARY

Why read this report?

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Key findings

## INTRODUCTION

Health-conscious consumers in Asia actively seek out health information and deals

Health information sources' influence and level of impact to consumers vary

Two paths shape how consumers seek information and make purchases

## SYMPTOM-DRIVEN PATH TO PURCHASE

The symptom-driven path begins with symptoms but favours familiar brands

Familiar brands drive OTC choices; expanding brand awareness is key in Asia Pacific

OTC brands use innovative marketing to enhance emotional connections and brand recall

Drewell's sleep-themed Esports campaign resonate with gamers in Japan

More creative branding campaigns to strengthen brand recall

Integrating products into diverse scenarios empowers brands to meet specific needs

Yunnan Baiyao analgesics' embedded brand messaging in multi-use scenarios

## LONG-TERM HEALTH MANAGEMENT PATH TO PURCHASE

Consumers with health goals are receptive to information but require credible content

Consumers' trust in different information sources is evolving in the digital age

Swisse's winning formula in China: A multi-layered strategy to influence consumers

Connecting product functionality with holistic health goals unlocks opportunities

GRN's diverse portfolio targeting weight-loss goal reinforced its market position

## PURCHASE CHANNEL: PREFERENCE

What additional values are consumers seeking in health products channels?

Demand for 24/7 service, fast and on-demand availability is reshaping the market

iHerb makes health products easily accessible in Asia via cross-border platforms

Olive Young introduced "Health+" function, enabling customised recommendation

## CONCLUSION

Recommendations/opportunities for growth

Evolution of consumer journey in health products in Asia

Questions we are asking

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