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

27 May 2021



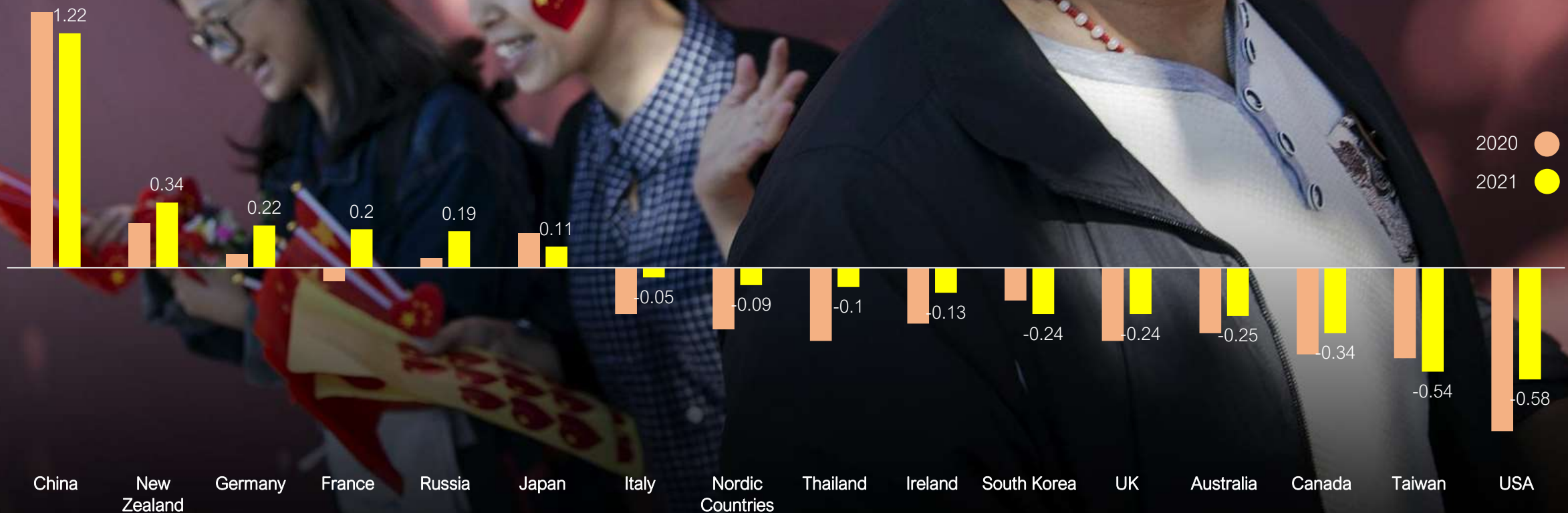
# 82.4%

Buying more online





# Rising Preference for Chinese Brands

Dynamic International Relations Impact on Purchase intent 2020-2021



# Health Supplements Doing Okay - Particularly NZ!



2020   
2021 

# Finally, Purchase Intent Tipping Towards Sustainability



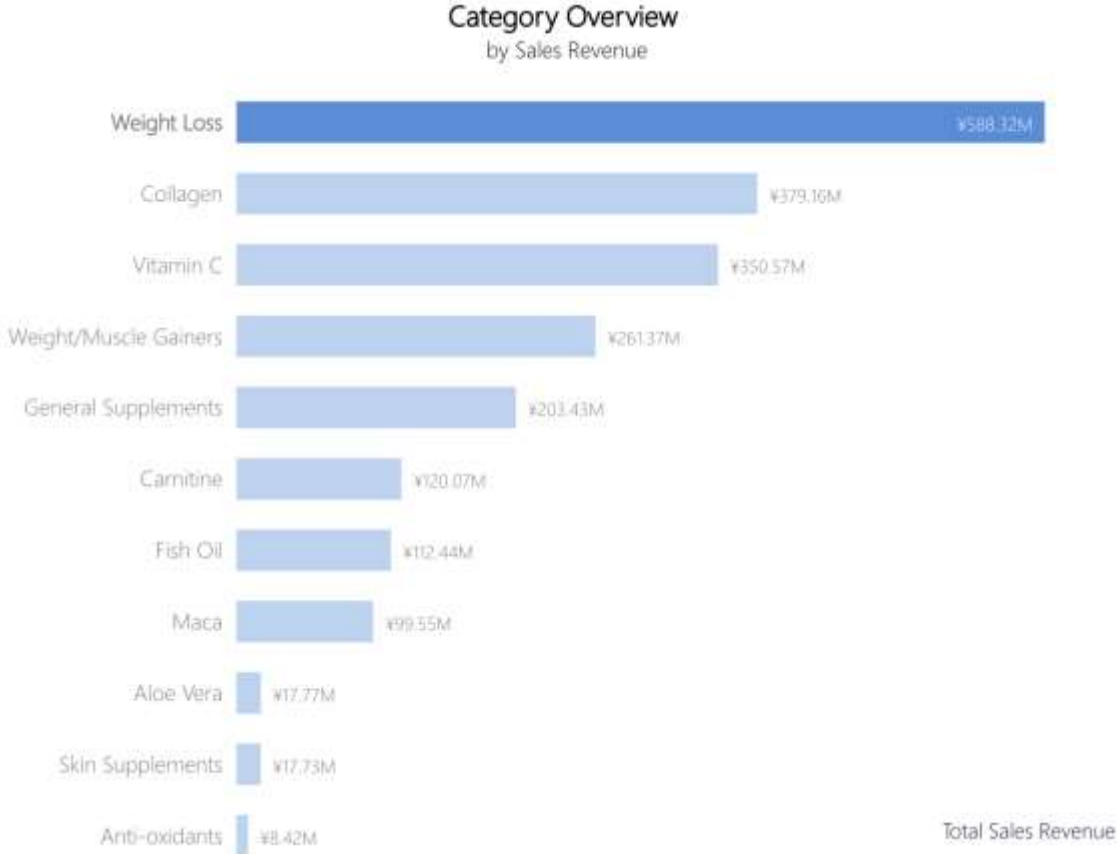
# Reflection has Accelerated Personalisation: What's Meaningful for Me, My Tribe, My Lifestyle



# Health & Immunity More Important Than Ever



# Weight loss top selling category - dominated by domestic brands



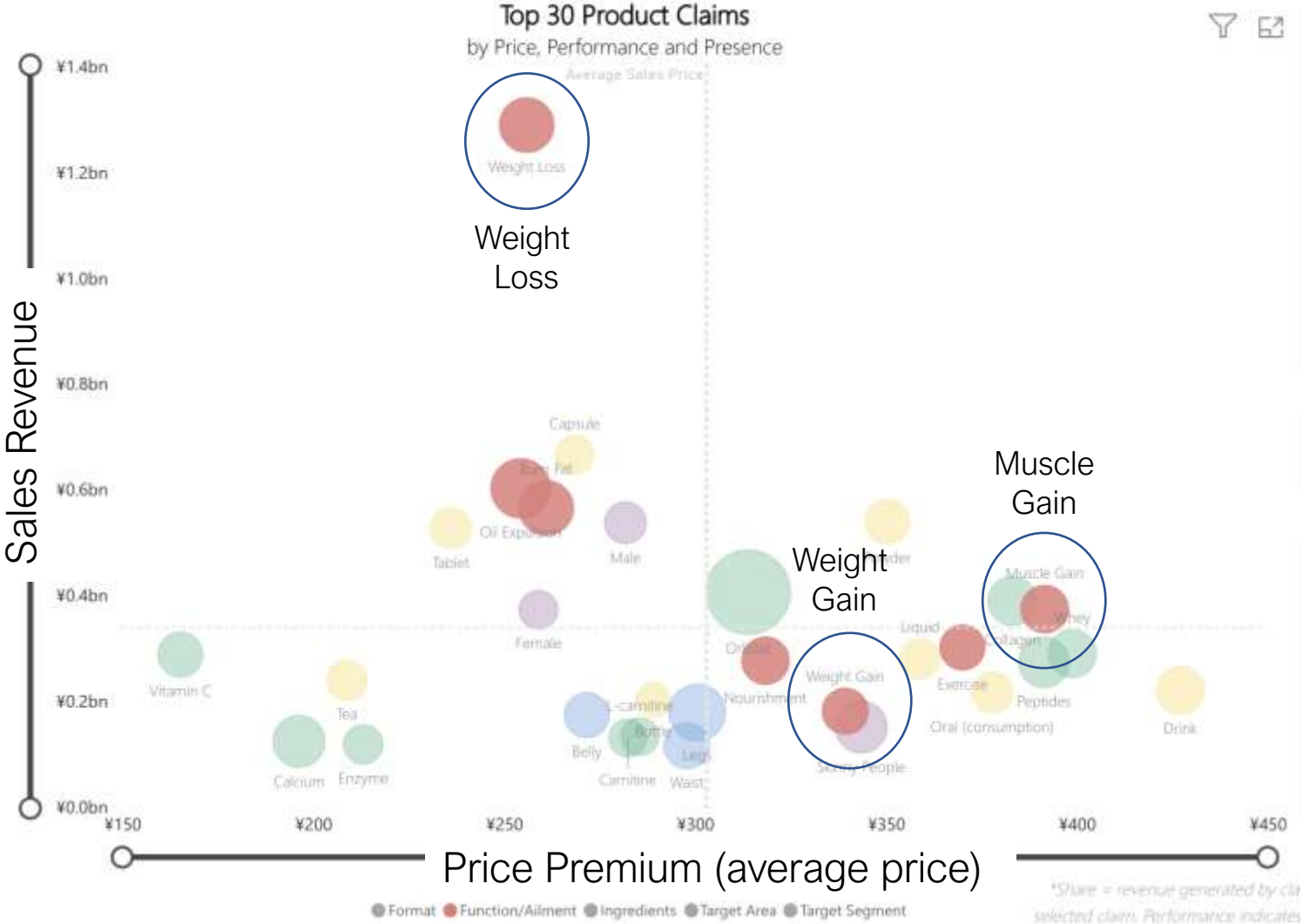
Source: China Skinny Supplements Tracker



# 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



# People Finally Talking About Mental Health



# 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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