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Home (/) » Nutraceuticals & Functional Foods (/industry/nutraceuticals-functional-foods-and-dietary-supplements) » China Liquid Dietary Supplements Market Size Report, 2030



China Liquid Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamins, Botanicals, Minerals), By Type, By Application, By End Use, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Report Summary

Table of Contents

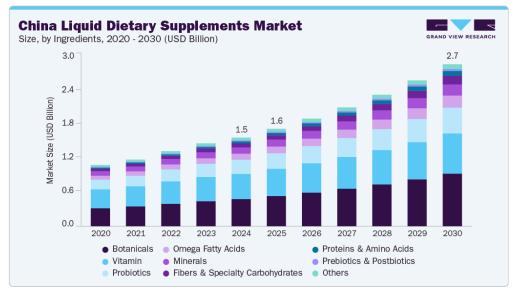
Segmentation

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China Liquid Dietary Supplements Market Summary

The China liquid dietary supplements market size was estimated at USD 1.45 billion in 2024 and is projected to reach USD 2.70 billion by 2030, growing at a CAGR of 11.1% from 2025 to 2030. Chinese consumers increasingly focus on health and wellness, shifting from reactive treatment to proactive health management. This trend has been accelerated by events such as the COVID-19 pandemic, leading to a higher demand for products that enhance immunity, improve overall well-being, and help prevent chronic diseases.



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The liquid dietary supplements industry in China is expanding due to the rapidly aging population, with 66% of elderly individuals experiencing dysphagia, a condition that makes swallowing pills or capsules difficult. Liquid dietary supplements provide a more convenient and accessible alternative, making it easier for older adults to consume essential nutrients. This demographic change is driving demand for formulations specifically designed to meet senior consumers' nutritional needs and ease-of-use preferences. In January 2024, Danone launched Fortimel, a bottled liquid medical nutrition product designed for Chinese adults recovering from illness or surgery. The formula includes localized flavors such as red date and goji berry to suit Chinese tastes.

Liquid supplements are popular among busy individuals for convenience, providing a quick and easy way to meet daily nutritional needs. They are also preferred for their perceived faster absorption than pills or powders, appealing to those seeking quicker nutrient uptake. The rapid growth of e-commerce in China has significantly expanded access to liquid dietary supplements, offering consumers a wide range of products, convenience, and competitive pricing. Companies are leveraging online sales and direct-to-consumer models to reach customers effectively, especially in urban areas with high internet usage.

Manufacturers continue to innovate by creating new liquid formulations, attractive flavors, and convenient packaging, such as ready-to-drink options, to appeal to diverse consumer groups. There is also increasing demand for personalized nutrition, with consumers looking for supplements tailored to specific health needs such as bone and joint health, immune support, sports nutrition, beauty, and products designed for different life stages, including This site uses cookies to improve children, maternal health, and seniors.

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Consumer Insights

China's liquid supplement market is combining Traditional Chinese Medicine (TCM) heritage with modern innovation to meet growing consumer demand. In April 2024, the Beijing University of Chinese Medicine, in partnership with Zhiqi Health, launched a chicory-extract drink based on TCM principles, targeting metabolic health issues such as hyperlipidemia and diabetes. This reflects a broader consumer preference for natural, science-backed ingredients, particularly among middle-aged and elderly individuals managing chronic conditions. Liquid delivery formats are increasingly favored for their convenience, palatability, and ease of integration into daily wellness routines.



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China liquid dietary supplement industry is also focusing on personalized, functional formulations for different life stages. Younger urban professionals increasingly seek customized wellness products, such as chicory-based drinks. These products are commonly purchased through e-commerce and livestream platforms, supported by Al-driven marketing and influencer endorsements. This trend highlights a clear consumer preference for accessible, flavorful, and purpose-designed liquid nutrition that combines traditional knowledge with modern science.

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Ingredients Insights

The botanicals segment dominated the China Liquid Dietary supplements market and accounted for a revenue share of 31.2% in 2024. The dominance of botanical liquid dietary supplements in China is rooted in the country's long history of Traditional Chinese Medicine (TCM), with consumers placing strong cultural trust in plant-based remedies for various health issues. This preference aligns with a global trend toward natural and clean-label products, driven by increased consumer awareness of the benefits of natural ingredients for preventive health and overall well-being and government support for traditional medicine. For instance, in December 2023, classic TCM herbs including Ginseng and Lingzi mushroom were incorporated into health food raw materials, often promoted with modern scientific claims regarding absorption and effectiveness.

The protein and amino acid segment is expected to grow at the fastest rate of 16.0% over the forecast period. The rapid growth of protein and amino acid-based liquid supplements in China is driven by rising health awareness, especially among younger consumers focused on fitness, sports nutrition, and overall well-being. Demand for convenient, easily digestible protein sources has increased as more people adopt active lifestyles and aim to enhance physical performance, muscle recovery, and vitality. In addition, the aging population is becoming more aware of the importance of protein for maintaining muscle mass and preventing muscle loss. The convenience of liquid supplements, which require no mixing such as powders, appeals to busy consumers.

Type Insights

In 2024, the OTC segment accounted for the largest revenue share of the market, driven by consumers' preference for self-medicating minor ailments and preventive healthcare. Easy access without prescriptions, rising incomes, and growing health awareness support this growth. E-commerce platforms have expanded availability nationwide, with brands using online promotions and celebrity endorsements to reach more consumers. Liquid multivitamins are popular and widely sold in pharmacies, supermarkets, and online stores including Tmall Health and JD.com to address nutritional needs.

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China Liquid Dietary Supplements Market Estimates and Forcaste, by Type

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The prescribed dietary supplements are expected to grow at the fastest CAGR from 2025 to 2030. Prescribed liquid dietary supplements are growing rapidly as healthcare professionals increasingly recognize their role in patient recovery, chronic condition management, and nutrient deficiencies. This growth is driven by a focus on evidence-based nutrition and integrated patient care. Doctor recommendations are highly trusted by Chinese consumers. The rise in prescribed liquid formulas for patients with malabsorption, swallowing difficulties, or post-surgery nutrient needs illustrates this trend. Approval of new specialized liquid formulations for clinical use also supports market expansion.

Application Insights

The immunity segment dominated the China liquid dietary supplements market in 2024. This is attributed to factors such as increased public health awareness after recent global health events. Consumers prioritize preventive health, viewing a strong immune system as key to illness prevention. Liquid formats offer convenient daily immune support, fueling demand. Popular products include liquid vitamin C, elderberry extracts, and probiotics, often promoted for immune benefits during seasonal changes or health concerns. Many brands also blend traditional Chinese medicinal ingredients known for immune support into their liquid formulations

On the basis of application, the prenatal health segment is expected to grow at the fastest CAGR from 2025 to 2030. The rapid growth of prenatal health liquid dietary supplements is driven by increasing awareness among expectant mothers of the importance of comprehensive nutrition for fetal development and maternal health. Changing family planning policies and a focus on healthier pregnancies have led to greater investment in specialized supplements. Liquid formats are preferred for easier swallowing, especially for those experiencing nausea, and offer faster nutrient absorption. Key factors include preventing neural tube defects and ensuring sufficient intake of essential nutrients such as folate, iron, and calcium. For instance, in January 2025, advanced folate formulations such as Quatrefolic were approved for use in nutrient supplements for pregnant and lactating women in China. This approval paves the way for more bioavailable and effective liquid prenatal supplements.

End Use Insights

The adults segment accounted for largest market share in 2024. The demand is growing across consumer groups, such as millennials, Gen X, Gen Z, and boomers, primarily due to shifting dietary preferences from fast food and carbonated soft drinks to fortified foods and liquid nutritional supplements. Demand is driven by a wide range of health concerns, including general well-being, energy boosting, anti-aging, and stress relief. The aging population also plays a key role, as older adults seek supplements to address age-related health issues and maintain vitality. Additionally, busy urban lifestyles and a growing focus on self-care contribute to this trend. Liquid supplements provide a convenient and pleasant way for adults to include these products in their daily routines. For instance, In August 2023, functional beverage brand +PW (Protein Water) launched a marine collagen "Collagen Booster" drink infused with lotus and jasmine to mask the fishy taste. The product began retail distribution in China through major outlets such as Sam's Club, Walmart, and JD.com.

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China Liquid Dietary Supplements Incremental Growth Opportunity from 2024 to 2030 (USD Million)

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The infant segment is anticipated to grow at the fastest CAGR during the forecast period. Increased parental concern for infant nutrition, growth, and immunity are the main drivers of this segment. Parents are seeking supplements to fill nutritional gaps during early development. Liquid drops and syrups are preferred for their convenience and ease of use. Strict quality and safety standards are essential in this category. Growth is supported by rising disposable incomes and a stronger focus on early childhood development. In August 2024, Morinaga Milk secured approval from China's National Health Commission (NHC) for its Bifidobacterium infantis M-63 strain to be used in foods for children under 3, marking a key step forward for its infant-targeted probiotic drops.

Distribution Channel Insights

The offline distribution segment held the largest revenue share of the market in 2024. Consumers prefer purchasing liquid supplements from established retail stores due to trust in physical purchases, the ability to inspect products in person, and access to sales assistants for basic information. Pharmacies benefit from their healthcare association and perceived reliability. The wide retail network across China and the common habit of buying health products from traditional stores are driving the market.

China Liquid Dietary Supplements Market Share

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The online distribution segment is projected to experience the fastest CAGR from 2025 to 2030. The surge in liquid supplement sales online is driven by the convenience of e-commerce, a wide product selection, competitive pricing, and access to international brands that are not easily accessible offline. Key platforms such as Tmall Global, JD.com, and Douyin use livestreaming and influencer marketing to boost sales. The post-pandemic shift in consumer behavior has further accelerated the adoption of online purchasing. For instance, Social media platforms such as Douyin play a key role by quickly turning ove content engagement into product purchases. user experience. More Info

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Key China Liquid Dietary Supplements Company Insights

Some of the key companies operating in China Liquid Dietary supplements industry include BY-HEALTH Co., Ltd., China Shineway Pharmaceutical Group Limited., Amway China Enterprises Pvt. Ltd, and others.

China Liquid Dietary Supplements Market Share Analysis, 2024

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- BY-HEALTH CO., LTD, headquartered in Guangdong, is one of China's leading nutritional supplement companies known for its science-based product development and premium global ingredient sourcing. The company offers a broad range of products, including liquid multivitamins, amino acid drinks, herbal tonics, and immune support formulas, often in single-serve or oral-liquid formats, for better absorption and convenience.
- China Shineway Pharmaceutical Group Limited., based in Hebei Province, is a leading Traditional Chinese Medicine (TCM) and nutraceutical
 company modernizing classic herbal remedies into standardized liquid formulations. It specializes in functional tonics for immunity, fatigue, sleep,
 and vitality, mainly targeting middle-aged and elderly consumers. Key products include Ganoderma oral liquids, Astragalus tonics, and compound
 herbal drinks.

Key China Liquid Dietary Supplements Companies:

BY-HEALTH Co., Ltd.

China Shineway Pharmaceutical Group Limited.

Swisse Wellness PTY LTD

Amway China Enterprises Pvt. Ltd.

Xianle Health Technology Co., Ltd.

Beijing Tong Ren Tang Technology Development Co., Ltd.

Infinitus (Hong Kong) Company Ltd.

Glanbia plc

Nestlé

Danone

Recent Developments

- In November 2023, Nestlé announced N3 milk, made from cow's milk and containing essential nutrients such as proteins, vitamins, and minerals.
 It also includes prebiotic fibers, has low lactose content, and offers over 15% fewer calories.
- In November 2023, Danone launched Fortimel Balanced, its first Adult Food for Special Medical Purposes (aFSMP) product in China. This liquid nutritional drink is designed to support adults recovering from surgery, cancer, stroke, or other chronic conditions by helping to prevent malnutrition when regular food intake is inadequate.

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• In November 2023, Nestlé launched its first growing-up milk with human milk oligosaccharides for early nutrition in mainland China under the Wyeth Illuma brand. It supports gut health, immunity, and cognitive development and is the first HMO-enriched formula approved for local production and sale.

China Liquid Dietary Supplements Market Report Scope

Report Attribute	Details	
Market size value in 2025	USD 1.6 billion	
Revenue forecast in 2030	USD 2.70 billion	
Growth rate	CAGR of 11.1% from 2025 to 2030	
Base year for estimation	2024	
Historical data	2018 - 2023	
Forecast period	2025 - 2030	
Quantitative units	Revenue in USD million and CAGR from 2025 to 2030	
Report coverage	Revenue forecast, company ranking, competitive landscape, growth factors, trends	
Segments covered	Ingredients, type, application, end user, distribution channel	
Key companies profiled	BY-HEALTH Co., Ltd.; China Shineway Pharmaceutical Group Limited; Swisse Wellness PTY LTD; Amway China Enterprises Pvt. Ltd.; Xianle Health Technology Co., Ltd.; Beijing Tong Ren Tang Technology Development Co., Ltd.; Infinitus (Hong Kong) Company Ltd.; Glanbia plc; Nestlé; Danone	
Customization scope	Free report customization (equivalent up to 8 analysts working days) with purchase. Addition or alteration to segment scope.	
Pricing and purchase options	Avail customized purchase options to meet your exact research needs. Explore purchase options (https://www.grandviewresearch.com/checkout/select-license/china-liquid-dietary-supplements-market-report)	

China Liquid Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the China liquid dietary supplements market report based on ingredients, type, application, end use, and distribution channel:

- Ingredients Outlook (Revenue, USD Million, 2018 2030)
 - Vitamin
 - Multivitamin
 - Vitamin A
 - Vitamin B
 - Vitamin C
 - Vitamin D
 - Vitamin K
 - Vitamin E
 - Botanicals
 - Minerals

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- o Calcium
- o Potassium
- o Magnesium
- o Iron
- o Zinc
- o Others (Selenium, Chromium, Copper)
- Proteins & Amino Acids
 - Collagen
 - o Others
- Fibers & Specialty Carbohydrates
- Omega Fatty Acids
- Probiotics
- Prebiotics & Postbiotics
- Others
- Type Outlook (Revenue, USD Million, 2018 2030)
 - OTC
 - Prescribed
- Application Outlook (Revenue, USD Million, 2018 2030)
 - Bone & Joint Health
 - Gastrointestinal Health
 - Immunity
 - Cardiac Health
 - Diabetes
 - Anti-cancer
 - Lungs Detox/Cleanse
 - Skin/ Hair/ Nails
 - Sexual Health
 - Brain/Mental Health
 - Insomnia
 - Menopause
 - Anti-aging
 - · Prenatal Health
 - Others
- End Use Outlook (Revenue, USD Million, 2018 2030)
 - Adults
 - o Millennials
 - Male
 - Female
 - o Pregnant Women
 - o Non-pregnant Women
 - o Gen X
 - Male
 - Female
 - Pregnant Women

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- o Non-pregnant Women
- o Gen Z
 - Male
 - Female
 - o Pregnant Women
 - o Non-pregnant Women
- o Boomers
 - Male
 - o Female
- Geriatric
- Children
- Infants
- Distribution Channel Outlook (Revenue, USD Million, 2018 2030)
 - Offline
 - o Hypermarkets/Supermarkets
 - o Pharmacies
 - o Specialty Stores
 - o Practitioner
 - o Others (Direct to Consumer, MLM)
 - Online
 - o Amazon
 - o Other Online Retail Stores

Key questions answered by the report

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