NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

HEALTH SUPPLEMENTS IN SINGAPORE

EAST ASIA MARKET RESEARCH

APRIL 2025

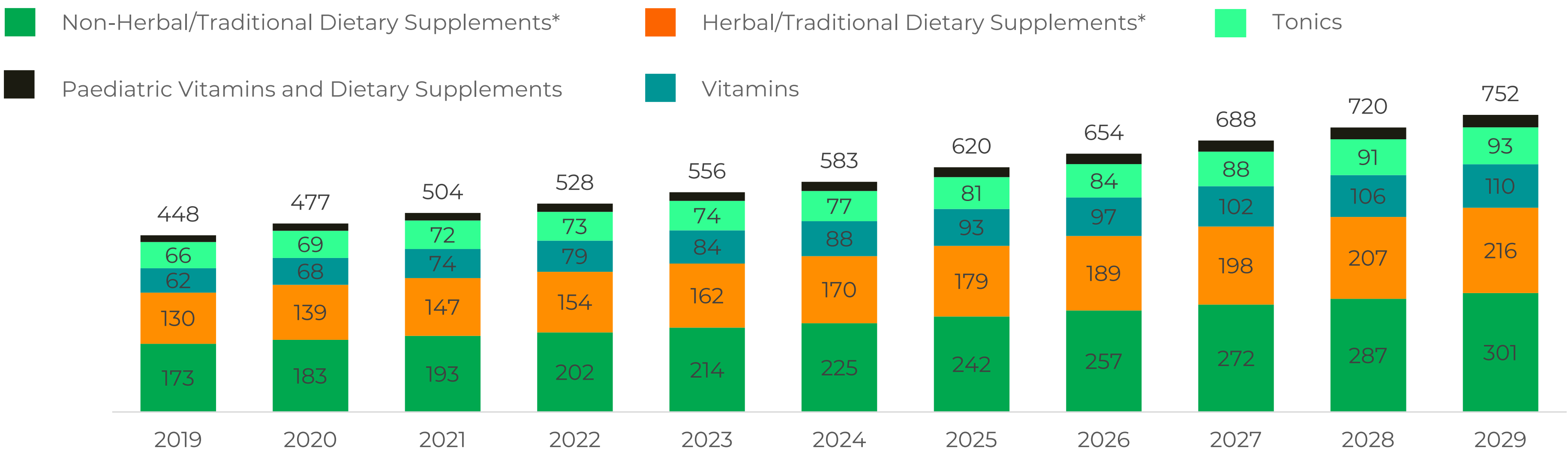
CONTENTS

1. MARKET OVERVIEW
2. RETAIL BRAND & COMPETITOR SHARES
3. CONSUMER TRENDS
4. DISTRIBUTION CHANNEL
5. REGULATORY ENVIRONMENT

MARKET OVERVIEW

MARKET OVERVIEW

SALES OF VITAMINS & DIETARY SUPPLEMENTS
Retail market size in USD millions

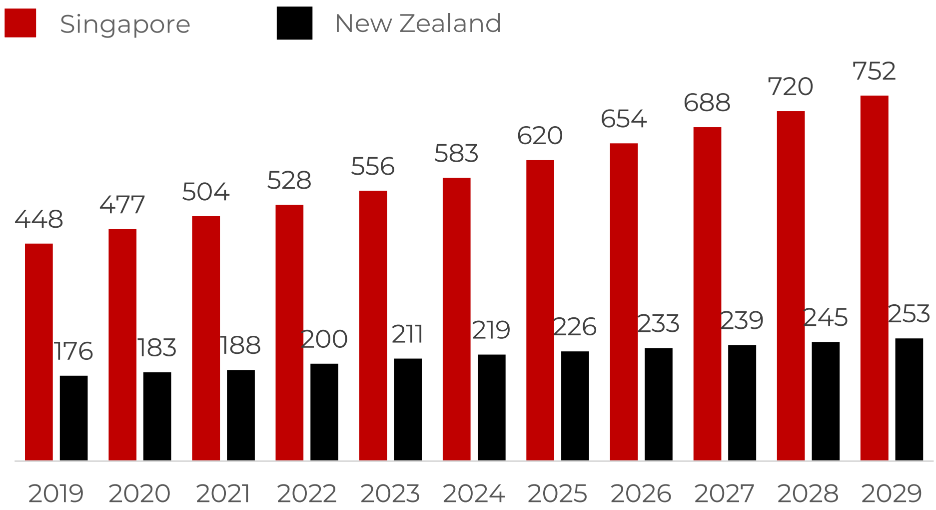


- Singapore's vitamins and supplements market reached **USD 583 million** in 2024, significantly larger than New Zealand's market at **USD 215 million**.
- Non-Herbal/Traditional Dietary Supplements led at **USD 225 million**, closely followed by Herbal/Traditional options at **USD 170 million**. The market is projected to hit **USD 752 million** by 2029.
- Growth will be driven by Non-Herbal/Traditional Dietary Supplements and Vitamins to **USD 301 million** and **USD 110 million**, respectively.
- Paediatric Vitamins are expected to increase in CAGR growth from 2025 to 2029 at 6.4%, indicating broad, sustained demand.
- The vitamins and supplements market represents **54%** of the overall consumer health market in Singapore, with this market share expected to remain steady through 2029.

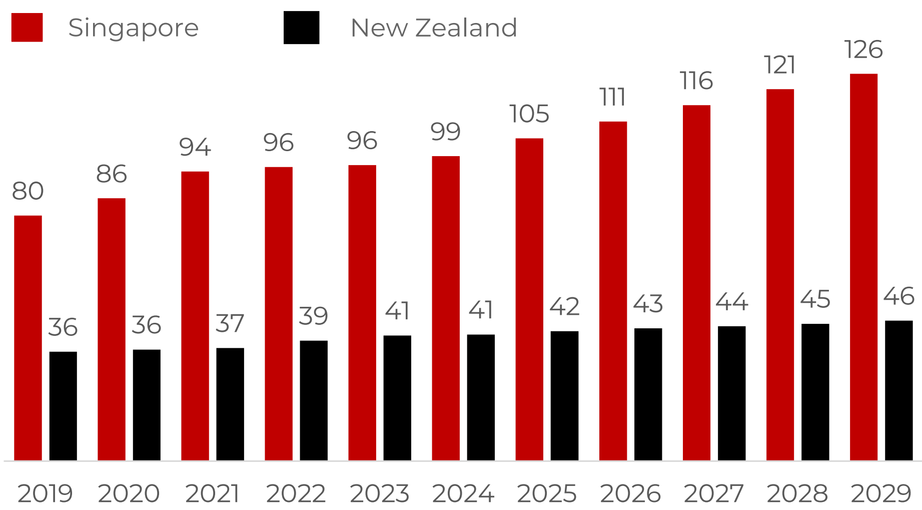
***Non-Herbal/Traditional Dietary Supplements**: Supplements containing vitamins, minerals, amino acids, and other nutrients to support overall health and address nutritional deficiencies.
***Herbal/Traditional Dietary Supplements:** Supplements made from plants or plant extracts, used for their medicinal properties and rooted in traditional medicine practices.
Source: Euromonitor

MARKET COMPARISON – SINGAPORE & NEW ZEALAND

REVENUE OF VITAMINS AND DIETARY SUPPLEMENTS MARKET
Retail market size in USD millions



REVENUE OF VITAMINS AND DIETARY SUPPLEMENTS MARKET
Retail value per capita in USD



Market Size and Growth

- Singapore's vitamins and dietary supplements market consistently outpaces New Zealand's in both total revenue and per capita spending. By 2029, Singapore's **market revenue is projected to reach USD 752 million**, compared to USD 253 million for New Zealand. This reflects stronger growth momentum in Singapore, likely driven by higher consumer demand and spending power.

Per Capita Spending Trends

- Singapore also leads in per capita spending, growing from USD 80 in 2019 to USD 126 in 2029, compared to New Zealand's increase from USD 36 to USD 46. This widening gap highlights **greater health-consciousness or premium product adoption in Singapore**, suggesting opportunities for high-value offerings in this market.

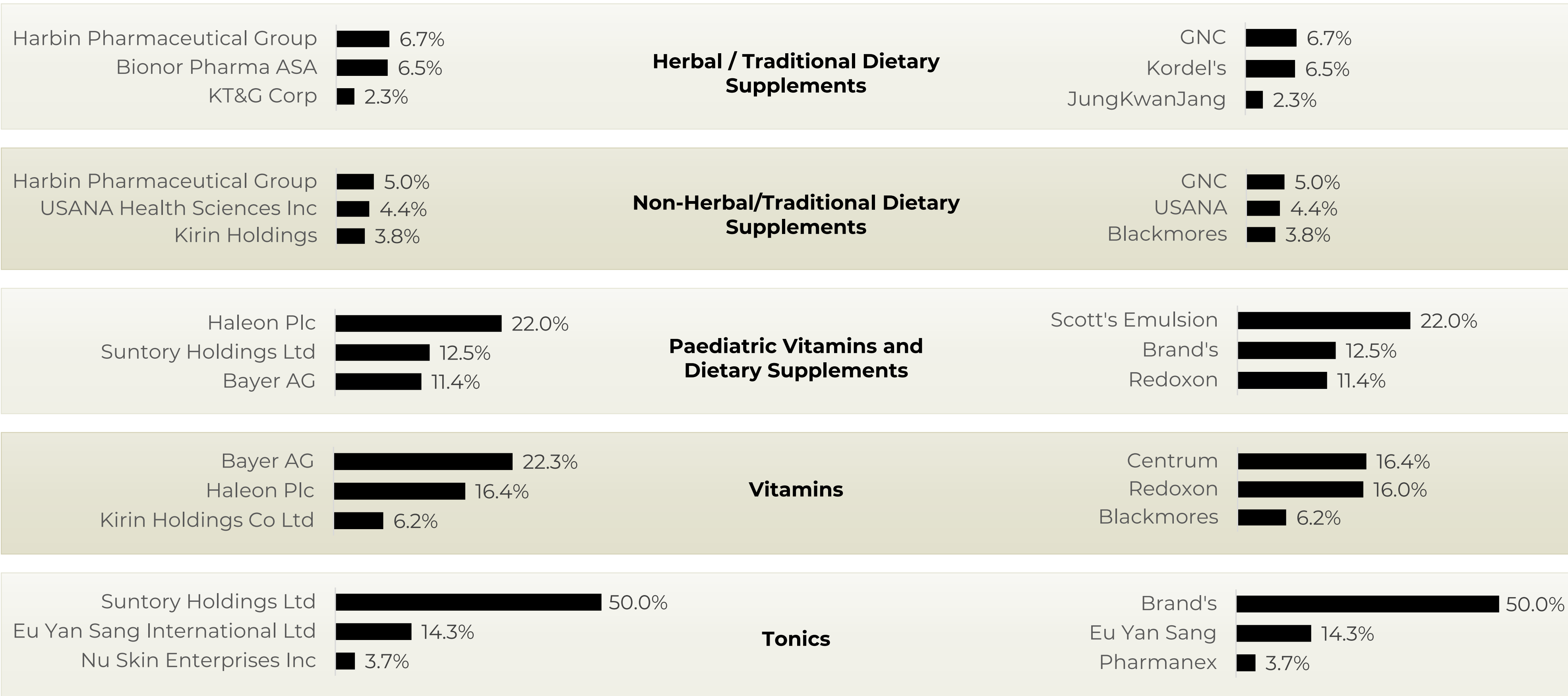
Source: Euromonitor

RETAIL BRAND AND COMPETITOR SHARES

RETAIL BRAND & COMPETITOR SHARES

TOP 3 COMPANIES BY SUBCATEGORIES (2024)
Company Market Share by Retail Value (%)

TOP 3 BRANDS BY SUBCATEGORIES (2024)
Brand Share (%)



Source: Euromonitor

RETAIL BRAND & COMPETITOR SHARES

Market Concentration & Entry Opportunities

❑ **Tonics**

- Tonics show the highest concentration with Suntory Holdings Ltd and their Brand's products dominating 50% of market share, creating significant barriers to entry in this segment.

❑ **Herbal/Traditional and Non-Herbal Supplements**

- Herbal/Traditional and Non-Herbal Supplements segments appear most fragmented, with leading companies holding less than 7% market share, This suggests potentially lower barriers to entry for New Zealand exporters. However, given the saturated market, it is crucial for new entrants to distinguish themselves to achieve success.

❑ **Paediatric Supplements and Vitamins**

- Paediatric Supplements and Vitamins categories show moderate concentration with leaders holding 22-23% share, leaving room for specialized competitors.

Brand-Company Patterns

❑ **Consistency Across Categories**

- GNC demonstrates a consistent presence as a leading brand in both Herbal/Traditional Dietary Supplements and Non-Herbal/Traditional Dietary Supplements, with market shares of 6.7% and 5.0%, respectively.

❑ **Multinational Dominance**

- Global corporations such as Bayer AG and Haleon Plc dominate the Vitamins and Paediatric Supplements categories, collectively holding significant market shares (Bayer AG at 22.3% in Vitamins and Haleon Plc at 22.0% in Paediatric Supplements).

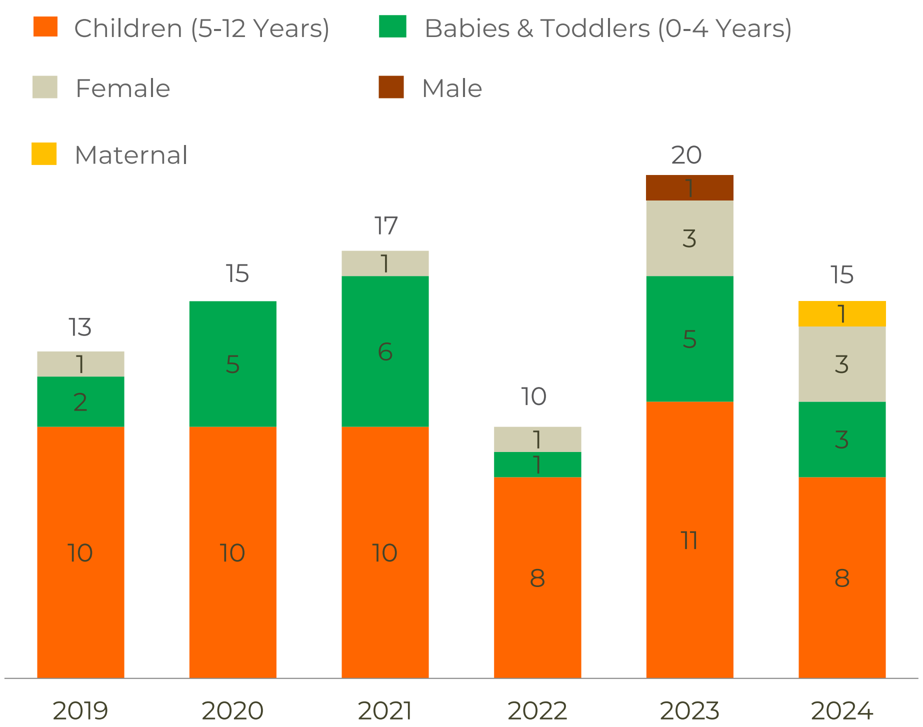
❑ **Regional Heritage Brands**

- Asian-origin brands like JungKwanJang and Eu Yan Sang maintain strong positions in Herbal/Traditional Dietary Supplements and Tonics, reflecting consumer trust in traditional formulations.

.

PRODUCT LAUNCHES AND DEMOGPRAPHICS CLAIMS

TREND OF DEMOGRAPHIC CLAIMS OVER TIME*
No. of Product Count



Source: Mintel
* Product categories in this analysis include Vitamins & Dietary Supplements. For comprehensive breakdown, refer to the definitions page.

Growth in Preventive Healthcare

- Product launches peaked in 2023 (20 launches) and remained strong in 2024 (15 launches). This reflects consumer interest in proactive health management and multifunctional wellness products.

Children Dominate Product Launches Yearly

- Children (5–12 years) consistently account for the largest share of launches across all years, highlighting parents' focus on maintaining their children's wellness and supporting the market growth for paediatric vitamins.

Female-Focused Products

- Female-targeted launches show gradual growth, increasing from 1 product in 2019 to 3 products in 2023 and 2024. This supports the holistic beauty trend and growing demand for beauty and skin supplements.

Emerging Specialised Categories

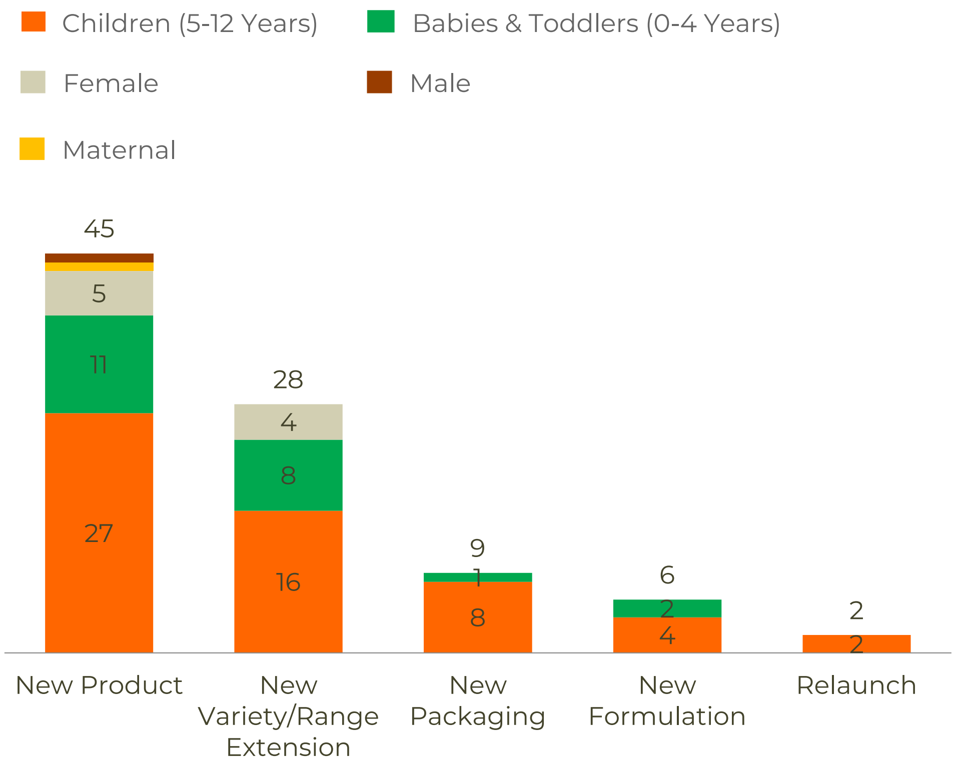
- Maternal-focused products debuted in 2024, while male-targeted products appeared in 2023. These niche launches indicate market diversification.

Market Evolution

- The drop from 20 launches in 2023 to 15 in 2024 may suggest a shift toward targeted formulations over volume as the market matures.

PRODUCT LAUNCH TYPE AND DEMOGPRAPHICS CLAIMS

PRODUCT LAUNCH TYPE AND DEMOGRAPHIC CLAIMS (2019 – 2024)*
No. of Product Count



Paediatric-Focused Innovation Drives Market Strategy

- Paediatric claims dominated product launches, with children aged 5-12 leading all categories—accounting for 27 of 45 new products and 16 of 28 variety extensions. Launch momentum declined sharply across strategic categories, while male and maternal segments received minimal attention.

Post-Pandemic Vigilance

- In Singapore, parents focus on boosting their children's immunity during school terms and peak flu seasons, which occur twice a year, driving demands for Vitamins A, C, Zinc and probiotics.

Child-Friendly Formats with Sugar Concerns

- In Singapore, gummies are popular for paediatric vitamins and supplements due to their convenience. However, high sugar content is a concern for parents. This pushes brands to offer low-sugar or sugar-free alternatives.

Growth Opportunities for Eye Care Supplements

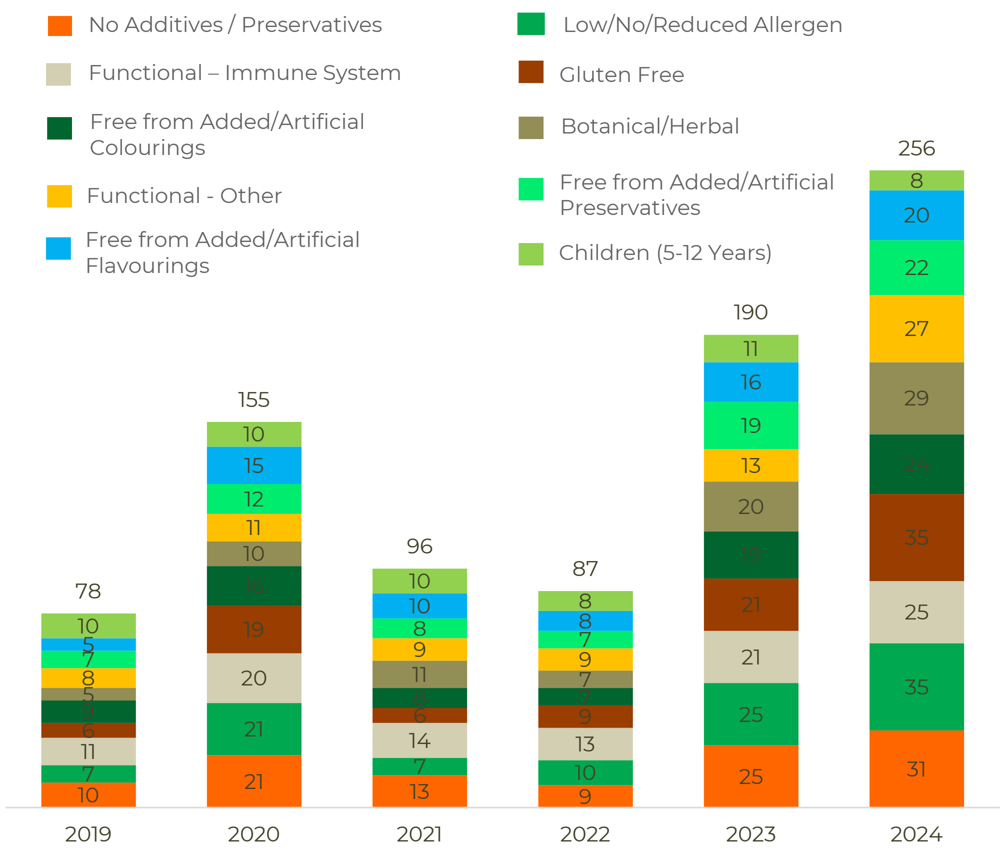
- Increased screen time has raised concerns about blue light exposure and eye health in Singapore, especially among children. Despite high demand, there are few eye health supplements for children, presenting an opportunity for manufacturers.

Source: Mintel, Euromonitor

* Product categories in this analysis include Vitamins & Dietary Supplements. For comprehensive breakdown, refer to the definitions page.

PRODUCT LAUNCHES AND TOP 10 CLAIMS

DEMOGRAPHIC TRENDS IN CLAIMS OVER TIME
No. of Product Count



Source: Mintel

Post-Pandemic Recalibration

- The 2023-2024 growth surge exceeds simple recovery, representing a 194% increase from 2022 to 2024. This suggests manufacturers have recalibrated their product development and marketing strategies beyond pandemic opportunism toward sustained health consciousness.

Gluten Free Prominence

- "No Additives/Preservatives" claims maintain category leadership (109 total), but their proportional share of claims is decreasing as gluten-free claims gain prominence. This indicates a market with growing emphasis on specific functional benefits.

The Botanical Renaissance

- Botanical/Herbal claims show one of the steepest growth trajectories from 2022-2024 (from 7 to 29 claims), suggesting renewed interest in traditional medicine approaches integrated with modern supplement formulations—a potential bridge between conventional and alternative health markets.

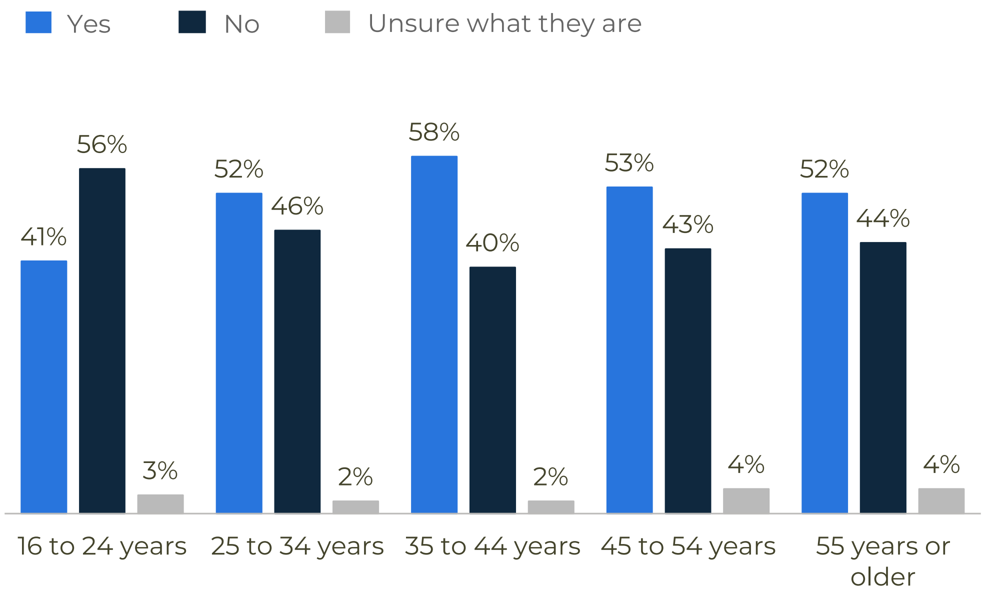
Functional Claim Maturation

- The relatively stable trajectory of immune system claims compared to more volatile clean-label claims suggests functional benefits have become an expected baseline rather than a differentiating feature in the supplements market.

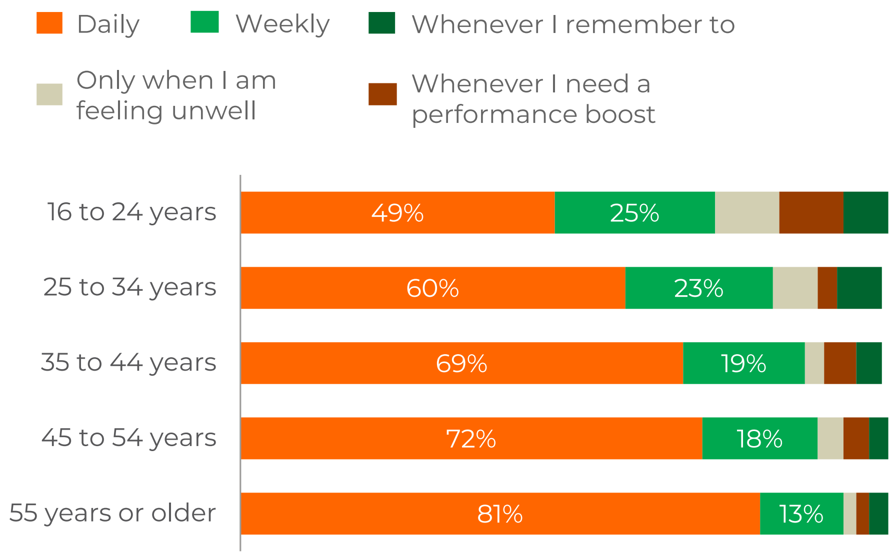
CONSUMER TRENDS

CONSUMER CONSUMPTION PATTERNS

BREAKDOWN OF PEOPLE WHO CONSUMED VITAMINS & DIETARY SUPPLEMENTS BY AGE GROUP (2022)
% Share of people who consumed dietary supplements



FREQUENCY OF TAKING VITAMINS & DIETARY SUPPLEMENTS BY AGE GROUP (2022)
% Share of frequency in taking dietary supplements



- Age-related supplement behaviour follows a logical progression, with adoption increasing from young adulthood (41%) to peak in middle age (58% for 35-44 years), while consistency of use steadily improves across the lifespan (49% daily use in young adults to 81% in seniors), suggesting that perception of supplementation shifts from optional to essential as health consciousness naturally develops with age.
- The inverse relationship between "daily" and "whenever I remember" consumption patterns (as daily use increases with age, irregular use decreases) demonstrates that the supplement market has two distinct consumer mindsets: younger consumers with casual, inconsistent health habits versus older consumers with disciplined, preventative health routines.

Source: Statista

EMERGING TRENDS

In 2024, there was a growing emphasis on preventive healthcare, with consumers prioritizing lifestyle habits for long-term wellbeing. The "Healthier SG" initiative encouraged proactive health management. The popularity of sports and fitness surged, driven by gym reopenings and the 2024 Paris Olympics, leading to higher usage of sports nutrition products. The market also saw a rise in multifunctional health products for overall wellness.

Retailing Developments

- Offline retail dominates, but **online shopping is growing**, especially among younger consumers. This shift has increased the risk of adverse health effects from counterfeit products, prompting collaborations between brands and e-commerce platforms to ensure authenticity.

Opportunities Ahead

- The market will continue to evolve with **a focus on holistic health and preventive care**. Technological advancements will enable consumers to monitor their health actively. There will be **increased demand for stress relief and mental health supplements**, but challenges from counterfeit products will persist.

- **Dietary Supplements:** Growing demand among Singapore's ageing population for supplements targeting health issues like bone density and cognitive function.

- **Holistic Beauty:** Increasing popularity of beauty and skin supplements that promote both internal and external health, emphasizing natural and minimalist products.

- **Positive Outlook for Vitamins**: The ageing population and increased awareness of preventive health are driving growth in the vitamins market. Consumers are focusing on maintaining immune function and skin health, leading to a sustained demand for vitamins.

- **Blurring Lines between Supplements and Vitamins:** Consumers use vitamins and dietary supplements interchangeably, focusing on health benefits over classifications. This trend allows brands to develop combined formulations for broader health needs.

Source: Euromonitor

DISTRIBUTION CHANNEL

MARKET UPDATES – GNC PARTNERS WITH WATSON'S, HOLLAND & BARRETT CLOSES

In October 2024, **GNC Holdings**, LLC won a US$39.4 million arbitration against ONI Global Pte. Ltd. and **LAC Global (Singapore)** Pte. Ltd. for breaching franchise agreements. The tribunal found ONI/LAC Global transferred control of GNC stores in Singapore without approval, misused GNC's marks, and failed to meet purchase obligations. ONI/LAC Global must pay damages and return 54 store leases to GNC. Instead of reopening standalone stores, GNC partnered with Watsons.

GNC Current Sales Channels in Singapore:

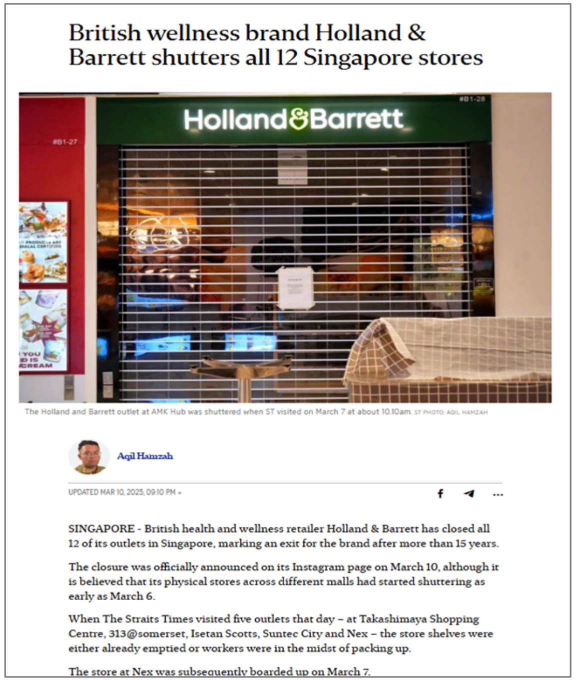
- Watson's offline stores: GNC has partnered with Watsons, a leading health and beauty retailer, to offer its products in a store-within-a-store model across Watsons locations.
- Watson's online stores: GNC products are available for purchase on Watsons' online store and mobile app.

LAC's Current Sales Channels in Singapore:

- Retail Stores: LAC operates 52 retail locations across Singapore.
- Online Platform: LAC products can be purchased directly from their official website

British health and wellness retailer **Holland & Barrett** has closed all 12 of its outlets in Singapore after more than 15 years of operation. The closure was officially announced in March 2025, via Instagram.

The closure is linked to the financial difficulties of MA Supplements, the franchise partner running Holland & Barrett stores in Singapore, which is now in the process of liquidation.



British wellness brand Holland & Barrett shutters all 12 Singapore stores

The Holland and Barrett outlet at AMK Hub was shuttered when ST visited on March 7 at about 10.10am. ST PHOTO: AQIL HAMZAH

Aqil Hamzah

UPDATED MAR 10, 2025, 09:10 PM -

SINGAPORE - British health and wellness retailer Holland & Barrett has closed all 12 of its outlets in Singapore, marking an exit for the brand after more than 15 years.

The closure was officially announced on its Instagram page on March 10, although it is believed that its physical stores across different malls had started shuttering as early as March 6.

When The Straits Times visited five outlets that day – at Takashimaya Shopping Centre, 313@somerset, Isetan Scotts, Suntec City and Nex – the store shelves were either already emptied or workers were in the midst of packing up.

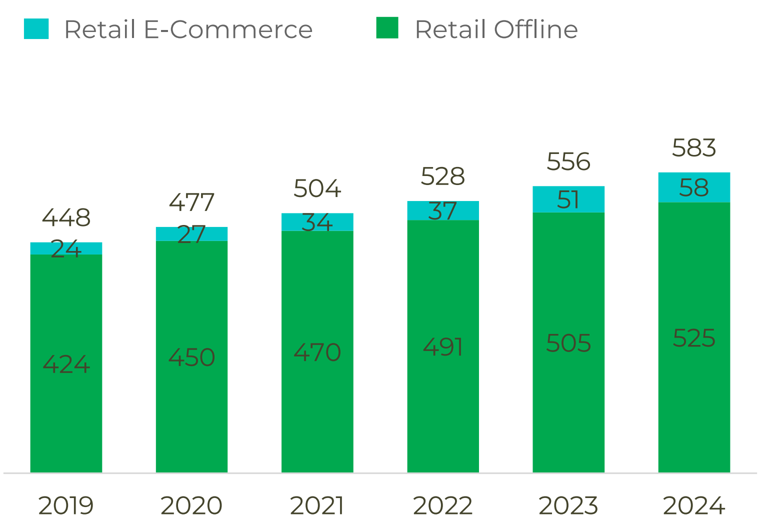
The store at Nex was subsequently boarded up on March 7.

Source: The Straits Times, GNC

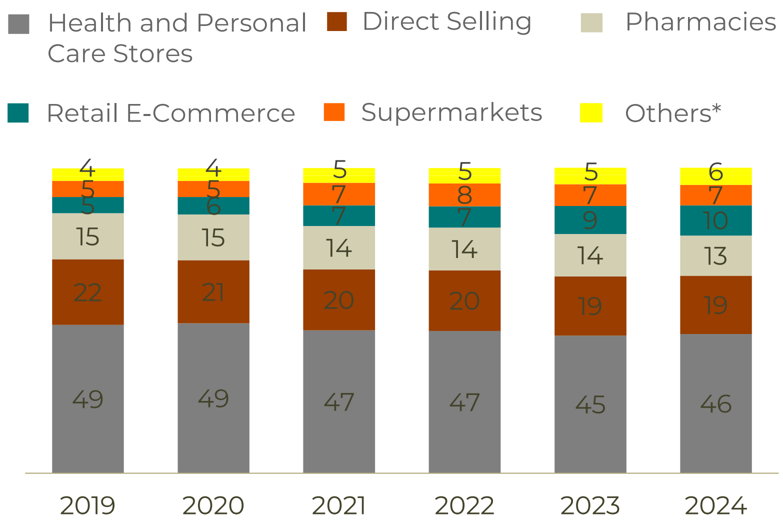
DISTRIBUTION CHANNELS

Retail offline channels continue to dominate the distribution of vitamins and dietary supplements in Singapore, starting at **USD 424 million** in 2019 and steadily growing to **USD 525 million** by 2024. In contrast, retail e-commerce shows a gradual increase, rising from **USD 24 million** in 2019 to **USD 58 million** in 2024. While offline sales maintain a commanding lead, e-commerce is gaining traction year by year.

DISTRIBUTION OF VITAMINS & DIETARY SUPPLEMENTS
USD million



BREAKDOWN OF DISTRIBUTION CHANNELS
% share



***Others:** Includes Convenience Retailers, Hypermarkets, Small Local Grocers, General Merchandise Stores

Health and Personal Care Stores remain the leading retail distribution channel in Singapore, though their share declines slightly from **49% in 2019 to 46% by 2024**. Retail e-commerce doubles its share from **5% to 10%** during this period, reflecting growing online shopping trends. Traditional channels hold strong as digital platforms gain traction.

Source: Euromonitor

RETAILER - GUARDIAN

GUARDIAN: Key Facts and Product Categories

guardian

STORE NUMBERS

126
Stores (2024)

WEBSITE

WWW.GUARDIAN.COM.SG

PRODUCT CATEGORIES

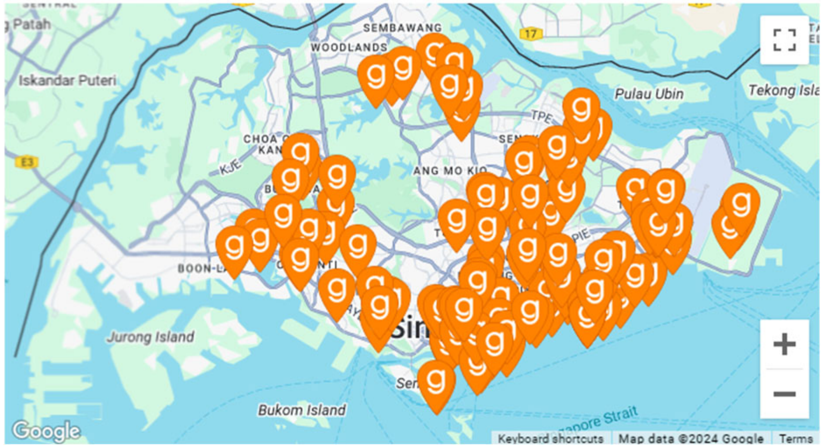
Health | Personal Care | Skin Care | Hair Care
Makeup | Men's Care | Baby | Household

KEY FACTS

- **OWNERSHIP** | Guardian is owned by DFI Retail Group, which is owned by DFI Retail Group Holdings Ltd. The latter is incorporated in Bermuda and has a primary listing on the London Stock Exchange, and secondary listings in Bermuda and Singapore. The Group's businesses are managed from Hong Kong.
- **OTHER DFI RETAIL BRANDS** | DFI Retail Group also operates Cold Storage, CS Fresh, Giant, Jason's Deli, 7-Eleven and Maxim's in Singapore.
- **SERVICES** | Patient-care counselling, dispensary and personal care services.
- **OWN BRAND** | Guardian also sells its own brand of products in-store.

Source: Euromonitor, Guardian website, news items.

Guardian Locations in Singapore



Source: Guardian website, current store count on website is 126 stores.

Source: Guardian website.

RETAILER - WATSONS

WATSONS: Key Facts and Product Categories

STORE NUMBERS

98
Stores (2024)

WEBSITE

WWW.WATSONS.COM.SG

PRODUCT CATEGORIES

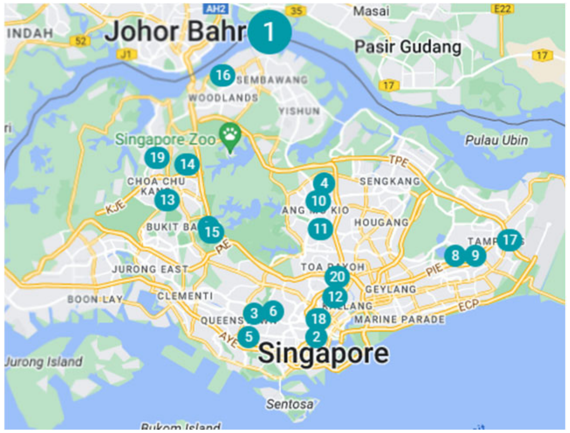
Skin Care | Makeup | Health | Personal Care
Hair Care | Baby | Men's Care | Household

KEY FACTS

- **OWNERSHIP** | Watson's is owned by AS Watson Group which is owned by CK Hutchinson Holdings. Singapore state-owned investment firm, Temasek, owns a 25% stake in AS Watson and there are plans for a listing in the future.
- **HISTORY** | There are over 8,000 Watson's stores across Asia and Europe, however, the brand originated from Hong Kong.
- **O+O** | O+O is Watson's "offline plus online" strategy – integrated customer experience across retail stores and online channels. Customers can shop online via the Watson's website or mobile app.

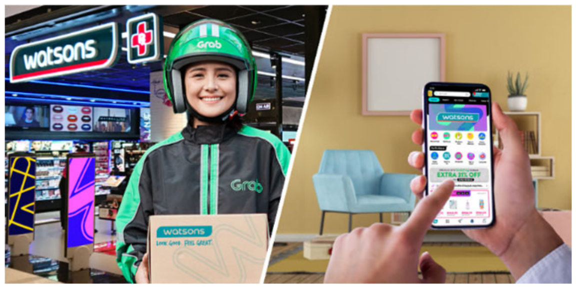
Source: Watson's website, news items.

Watson's Locations in Singapore



Source: Watson's website.

Watson's "Offline Plus Online" Strategy



Source: Watson's website

RETAILER – UNITY PHARMACY

UNITY: Key Facts and Product Categories

WEBSITE

WWW.UNITY.COM.SG | WWW.FAIRPRICEGROUP.COM.SG

PRODUCT CATEGORIES

Skin Care | Makeup | Health | Personal Care

Hair Care | Baby | Men's Care | Household

STORE NUMBERS

78

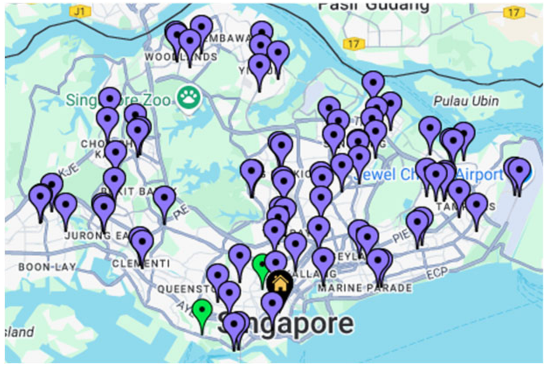
Stores (2023)

KEY FACTS

- **OWNERSHIP** | Unity Pharmacy is owned NTUC FairPrice Co-operative Ltd. Founded by the labour movement in 1973, NTUC FairPrice's social mission is to moderate the cost of living in Singapore. From one supermarket, it has grown to become a leading retailer in Singapore serving more than half a million shoppers daily through a network of over 370 outlets.
- **OTHER NTUC BRANDS** | NTUC FairPrice also operates the FairPrice (grocery), Cheers (convenience), Kopitiam (foodservices) and Foodfare (catering and food manufacturing) brands. Its e-commerce portal draws over 700,000 visitors monthly.
- **ONLINE SALES** | Consumers can shop for selected products that are available at Unity Pharmacy through the FairPrice website and/or app.

Source: Unity / NTUC FairPrice website, news items, Euromonitor.

Unity Pharmacy Locations in Singapore



Source: Unity website.

Unity Pharmacy Retail Stores

Source: https://www.capitaland.com/sg/malls/junction8/en/stores/unity-pharmacy.html

RETAILER – LAC

LAC: Key Facts and Product Categories

WEBSITE

WWW.LAC.SG

PRODUCT CATEGORIES

Skin Care | Nutraceuticals | Health | Personal Care

Hair Care | Baby | Men's Care | Soy products

STORE NUMBERS

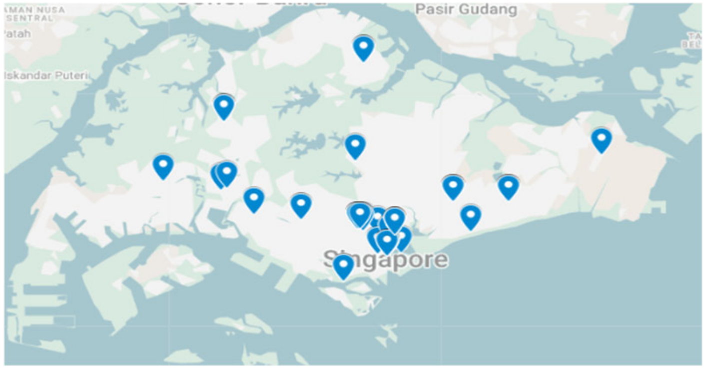
63
Stores (2024)

KEY FACTS

- **OWNERSHIP** | LAC, a subsidiary of V3 Brands, is headquartered in Singapore and is one of Asia's largest specialty retailers in nutritional supplements. The name LAC stands for "Leader in Antioxidative Control™."
- **HISTORY** | In May 2022, LAC expanded to 54 stores in Singapore. Globally, LAC operates over 220 stores across various regions, including Malaysia, the Philippines, Taiwan, China, Vietnam, Myanmar, Japan, the USA, Central & South Americas, and the Middle East.
- **OWN BRAND** | LAC offers its own brand of health supplements. Additionally, LAC's Xndo Food For Health provides low-calorie meals and functional drinks to support healthy eating and weight management.

Source: LAC website

LAC Locations in Singapore



Source: LAC website.

LAC Retail Stores

Source:: LAC launches 54 stores in Singapore

RETAILER – NATURE’S FARM

NATURE’S FARM: Key Facts and Product Categories

WEBSITE

WWW.NATURESFARM.COM

PRODUCT CATEGORIES

- Skin Care
- Nutraceuticals
- Health
- Personal Care
- Hair Care
- Baby
- Men’s Care
- Household

STORE NUMBERS

9

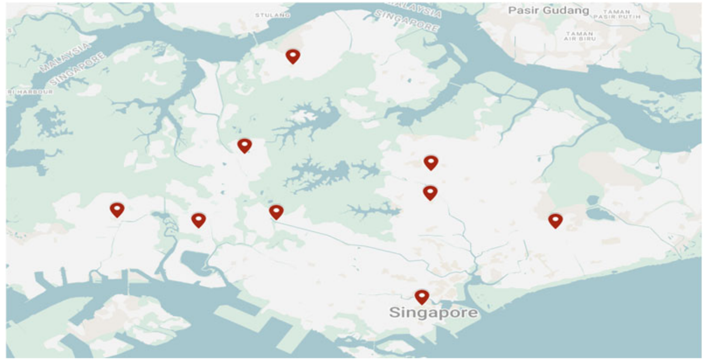
Stores (2024)

KEY FACTS

- **OWNERSHIP** | Nature's Farm is a privately owned health and wellness company, known for its commitment to quality and natural solutions.
- **HISTORY** | Nature's Farm, founded in 1982, was Singapore's first health food retail chain. It introduced Western supplements to the local market and now operates 9 stores nationwide. The company is renowned for its high-quality nutritional and health food supplements, including vitamins, minerals, and organic products.
- **OWN BRAND** | Nature's Farm offers a diverse range of high-quality health supplements under its own brand, catering to various wellness needs.

Source: Nature’s Farm website

Nature’s Farm Locations in Singapore



Source: Nature’s Farm website.

Nature’s Farm Retail Stores

Source: Nature's Farm - Causeway Point - SingMalls

REGULATORY ENVIRONMENT

HSA PROCEDURES

The Health Sciences Authority (HSA) of Singapore oversees the import, manufacture, and sale of health supplements. Key procedures include:

Definition and Classification: Health supplements are products used to supplement a diet and support, maintain, enhance, or improve the healthy functions of the human body. They must contain ingredients like vitamins, minerals, amino acids, fatty acids, enzymes, probiotics, and other bioactive substances.

Safety and Quality Standards: Dealers must ensure their products are safe and conform to applicable safety and quality standards. Health supplements must not contain substances listed under the Poisons Act, Misuse of Drugs Act, or the ASEAN Guiding Principles.

Voluntary Notification: While health supplements are not subject to mandatory approvals and licensing by HSA, dealers can voluntarily notify HSA of their products. This involves providing relevant documents to demonstrate that the products meet safety and quality standards.

Recommendation for Voluntary Notification: Although compulsory registration is not required for health supplements in Singapore, voluntary notification is highly recommended by in-market partners such as distributors and retailers. This can enhance consumer confidence and facilitate better traceability and regulatory compliance.

Prohibited Ingredients: Health supplements must not contain medicinal ingredients such as steroids or toxic heavy metals. Ingredients derived from human parts or those that pose a risk to human health are also prohibited.

Reference Link : HSA | Regulatory overview of health supplements

LABELLING RULES

HSA has specific labelling requirements for health supplements to ensure consumer safety and informed choices:

Language: All product labelling must be in English. If non-English text is included, it must be consistent with the English text.

Required Information: Labels must include the product name, brand name, dosage form, quantity of active ingredients, intended use, directions for use, warnings, expiry date, country of manufacture, and storage conditions.

Legibility: Labels must be printed or marked in a legible and indelible manner. This includes outer labels, inner labels, small labels, and strip or blister pack labels.

Consistency: Information on the product label must be truthful and consistent across all forms of packaging and accompanying leaflets.

By adhering to these guidelines and best practices, exporters can ensure their health supplements meet Singapore's regulatory standards and successfully enter the market.

Reference Link: HSA Regulatory Guidance

BEST PRACTICES HEALTH SUPPLEMENTS EXPORTERS

Understand Regulatory Requirements: Familiarize yourself with HSA's guidelines and ensure your products meet safety and quality standards. This includes checking for prohibited substances and adhering to microbial and toxic heavy metal limits.

Proper Labelling: Ensure that product labels provide clear and accurate information, including ingredients, dosage, and intended use. Misleading claims are not allowed.

Scientific Evidence for Claims: Any health claims made about the products must be supported by scientific evidence from controlled clinical studies.

Compliance with Local Standards: Be aware that regulations in Singapore may differ from those in New Zealand or other countries. Ensure your products comply with local standards before exporting.

Monitor Market Trends: Stay updated on market trends and consumer preferences in Singapore to tailor your products accordingly.

Reference Link: Regulations for importing supplements to Singapore - myNZTE

DEFINITIONS

EUROMONITOR DEFINITIONS

Herbal/Traditional Dietary:

Supplements: Natural products from plants, herbs, and botanicals, used for health and wellness, including ingredients like ginseng, echinacea, garlic, and turmeric.

Non-Herbal/Traditional Dietary Supplements:

Products not derived from plants, including vitamins, minerals, amino acids, and other ingredients, designed to support health aspects like immunity and bone health.

Paediatric Vitamins and Dietary Supplements:

Products for children's health, including vitamins, minerals, and nutrients to support growth and development, for Children aged 0-12 years.

Vitamins:

Essential nutrients needed in small amounts for bodily functions, obtained from diet or supplements. This category includes single vitamins and multivitamins.

Tonics:

Products to improve general health, containing vitamins, minerals, and herbal extracts, available in liquids, tablets, and powders, marketed for energy and vitality.

Source: Euromonitor

MINTEL DEFINITIONS

The Vitamins, Minerals, and Supplements category encompasses a range of product formats, including tablets, capsules, gummies, chewables and liquids.

Vitamins:

Essential nutrients required in small amounts for various bodily functions. This includes multivitamins and specific letter vitamins like Vitamin C and Vitamin D.

Minerals:

Supplements based on mineral ingredients such as calcium and iron..

Dietary Supplements:
This broad category includes products like CoQ-10, glucosamine, chondroitin, and other specific supplements. It also covers targeted supplement combinations for specific health concerns, such as women's health or joint health formulations, and herbs/botanicals like echinacea and St. John’s wort.

Source: Mintel