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36
Innova 3
36 2023-2026
CAGR 10% 50-60% Tmall/Douyin <30%
10%
/

RMB (B
)25-35 / B
GABA 150-400 Douyin 55-70%
()25-40 /
C/E 200-600 Xiaohongshu
Douyin65-80% ()45-65 + /
/Omega-3 + D Q10
300-800+ + 70-85% /

2025 PDF
/ Top
“ ” 2023-2025 Innova Market Insights
+ Grand View Research /

3

Tmall/Douyin Z /
/

CEO
Top 5-6 CEO

1.

CAGR / 5-10 2025

 Grand View Research / Mordor
Intelligence CAGR 10%+ Euromonitor

2.

25-40
 /
 / Mintel /
 Innova Market Insights /
 Early Data

3.

BYHEALTH

 / / +

4.

/
 / /

5.

/ /
 Early Data / /

6.

Innova Grand View

1 2025 + Innova +
 workshop Mintel/Euromonitor /

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