

# Hong Kong Public Knowledge of Health Supplements Survey 2014



Social Sciences Research Centre  
The University of Hong Kong

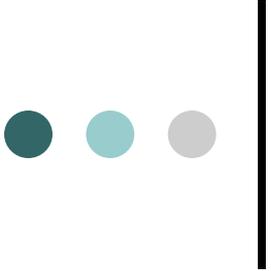




# Two territory-wide telephone surveys in 2008 and 2014

The Social Sciences Research Centre of the University of Hong Kong was commissioned by the Hong Kong Health Food Association in **2008** and **2014** to conduct a survey about Hong Kong public knowledge of Health Supplements.

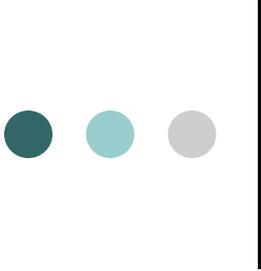




# Research Objectives

- Estimation of the overall **market size**;
- Identify the health supplement **categories /usage benefits/channels**, etc.;
- Identify the views of **“1+7” labeling**;
- Identify the **product information required** by consumers
- Assess whether health supplement requires **independent regulatory classification**





# Methodology

- Randomly selected Hong Kong residents aged 18 or above
- The survey was carried out from 7th August to 29th August 2014
- 1,053 successful interviews
- Response rate was 70.2%



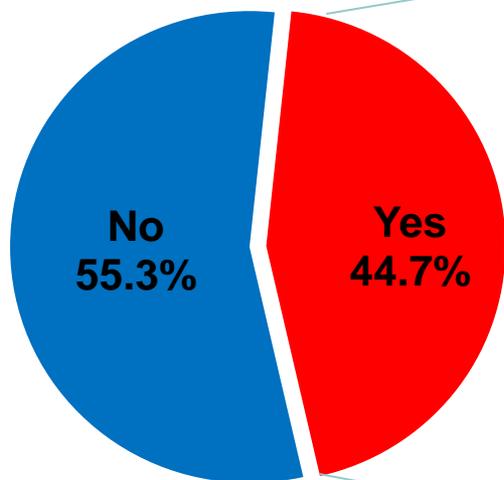


# **Key Findings in 2014**

Weighting was applied to the survey findings using Hong Kong population data by the C&SD for mid-2014

# Health supplement intake

44.7% took health food during the six months prior to the survey



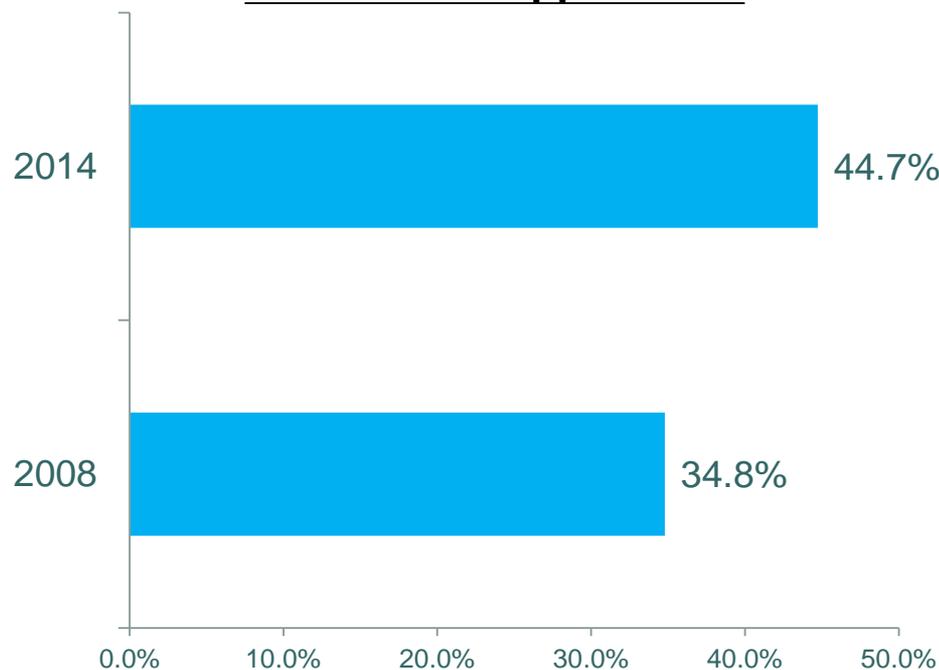
More amongst who reported yes:

- **Income above \$20,000**

***Base: All respondents (1,053)***

# Health supplement intake

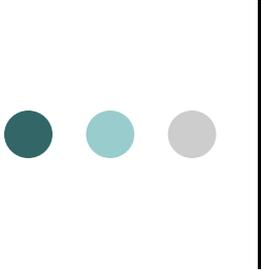
Percentage of respondents who take health supplements



	2008-mid year	2014-mid year
Population of adult	5,825,000	6,228,000
No of estimate of adult intake health supplement	2,025,000	2,783,000

**Base: All respondents (2014 n=1,053, 2008 n=1,062)**





# Health supplement intake

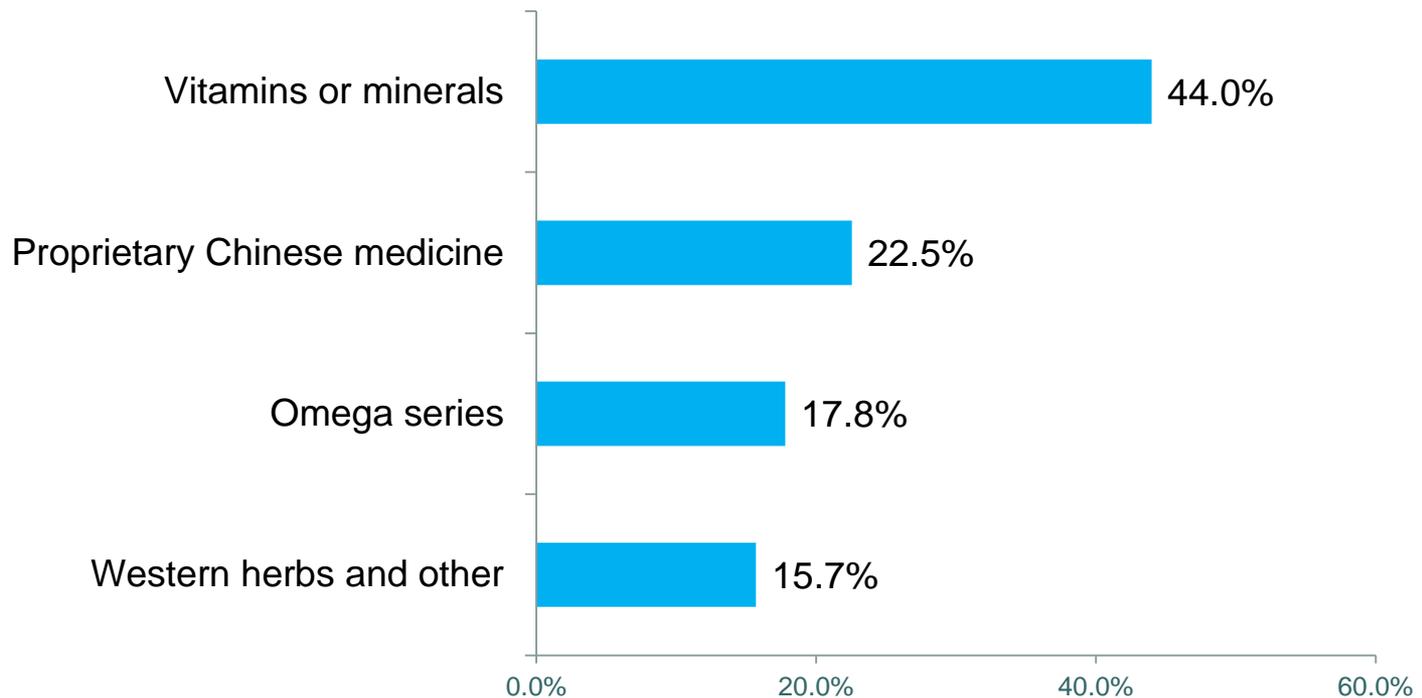
## Types of health supplement:

- Vitamins or minerals: e.g. Calcium, Vitamin, Cod liver oil
- Omega series: e.g. Omega 3, 6, 9, DHA, Flaxseed oil
- Western Herbs and other: e.g. Glucosamine, bilberry, Echinacea
- Proprietary Chinese medicine: e.g. Lingzhi, Cordyceps, Royal Jelly



# Health supplement intake

## Type of health supplement which respondents took:

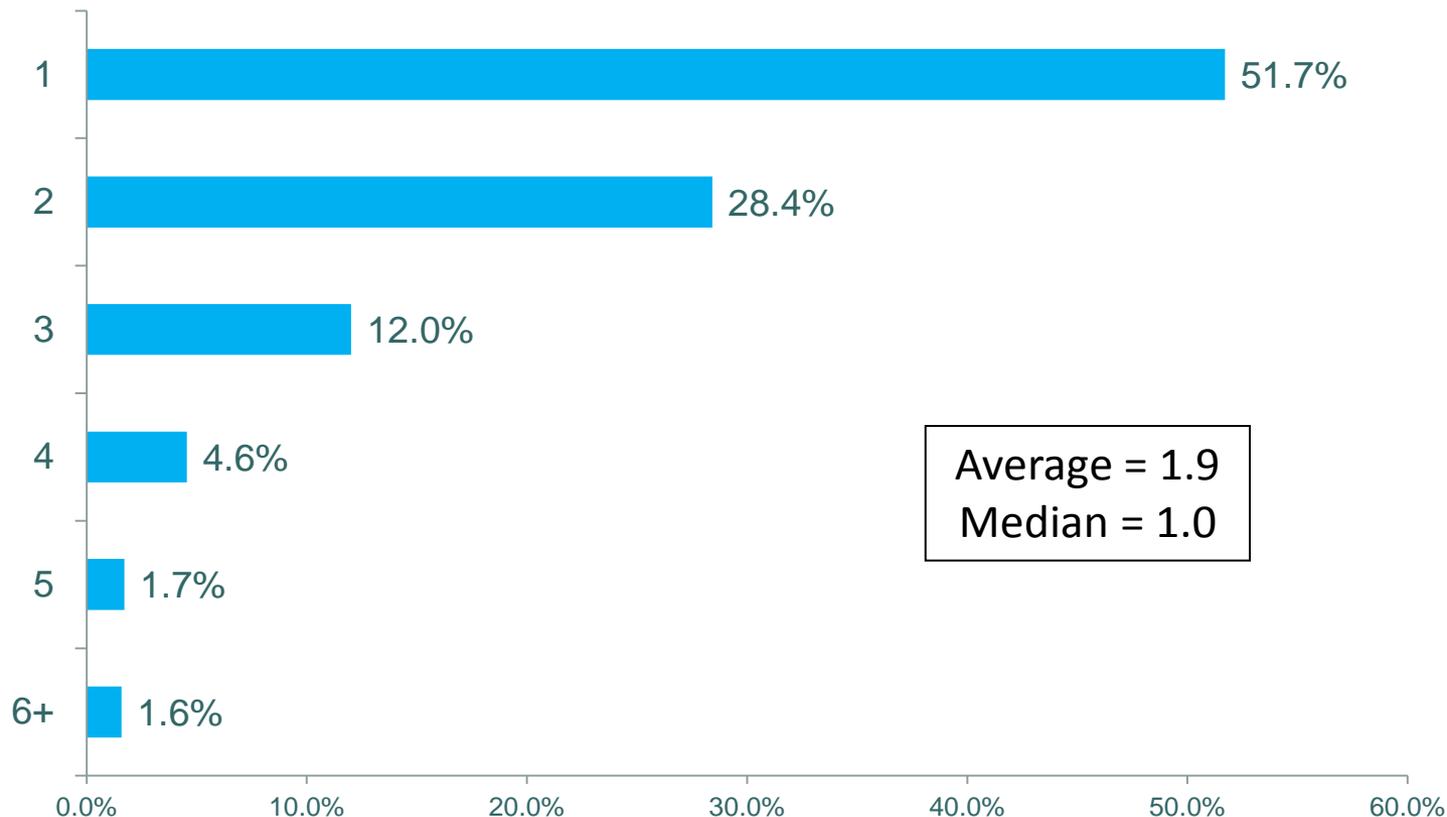


***Base: All respondents who took health supplement during six months prior the survey (471)***



# Health supplement intake

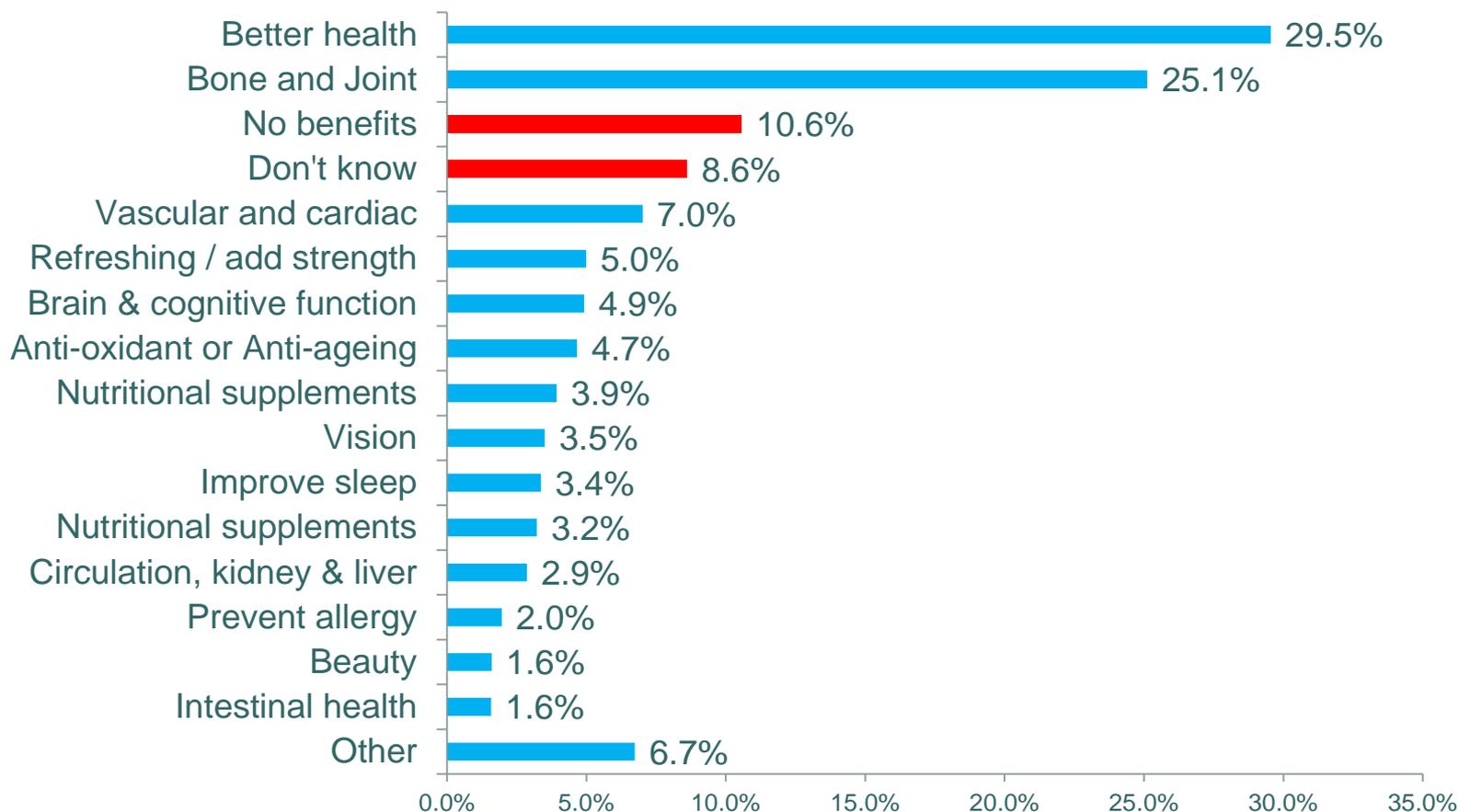
## No. of types of health food taken in last 6 months:



**Base: Those respondents who took health food during six month prior to the survey excluding 'don't know' = 469**



# Benefits of health supplement

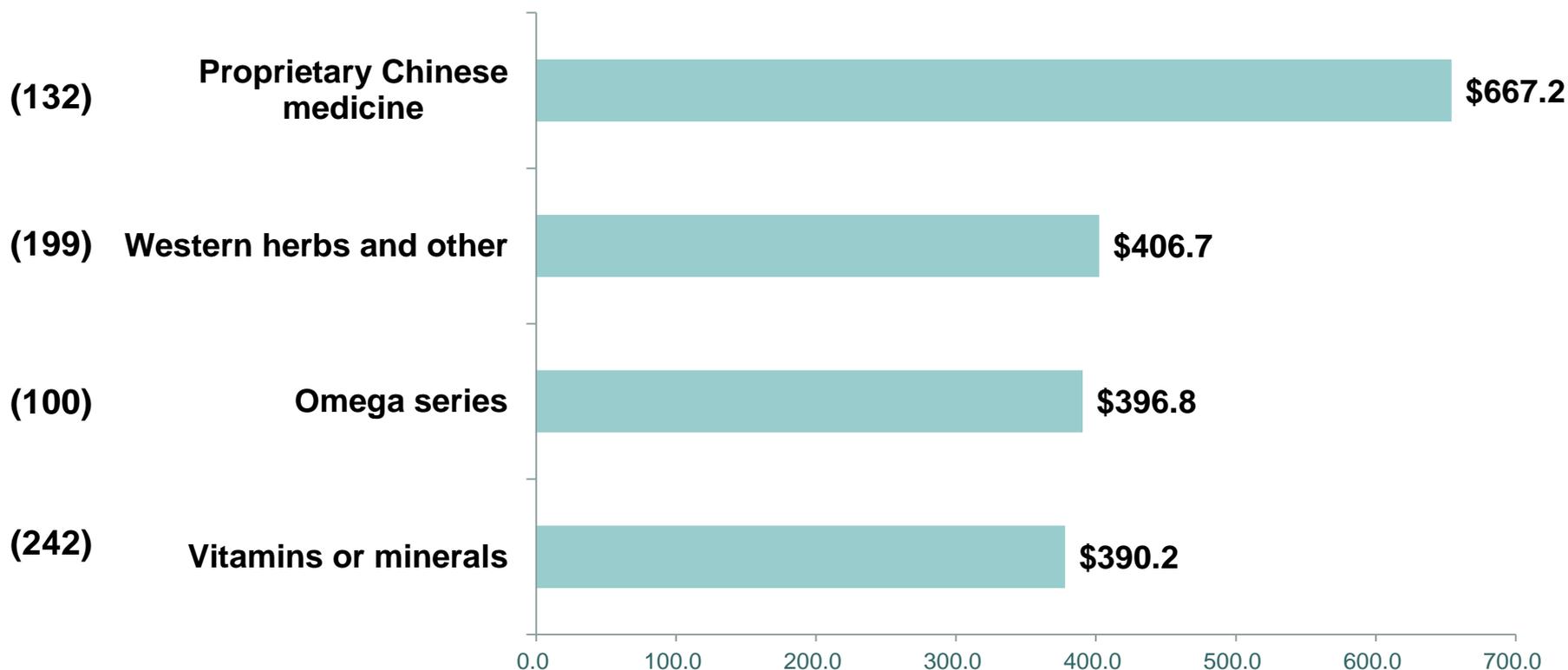


**Base: Those respondents who took health food during six month prior to the survey = 470**



# Health supplements purchasing

## Average spending per month if bought...



**Base: Those respondents who purchased health food during six month prior to the survey excluding 'don't know', 'refuse to answer' and brought form relative and friends**



# Health supplements purchasing

	Vitamins or minerals	Omega series	Western herbs and other	Proprietary Chinese medicine
Mean	\$390.2	\$396.8	\$406.7	\$667.2
Market size per year	about \$7 billion	about \$3 billion	about \$3 billion	about \$6 billion



# Health supplements purchasing

	2008	2014	Difference
Average total spending per 4 weeks per person	\$409	\$744	+82%
Market size per year*#	about \$10 billion	about \$19 billion	+90%

\*CPI +20% from 2008 to 2014

# No of adult who take health supplement +37% from 2008 to 2014



# Channels to obtain health supplement

	Chain-stores	Direct selling	From abroad	From doctor	From Internet	Pharmacy	relative and friends	Other	Don't know
Vitamins or minerals (n=373)	61.2%	12.0%	2.9%	4.3%	2.0%	33.3%	1.0%	0.0%	.2%
Omega series (n=159)	52.5%	27.1%	2.5%	1.7%	2.6%	20.1%	2.1%	0.7%	1.0%
Western herbs and other (n=147)	47.0%	20.3%	5.8%	1.1%	4.4%	24.5%	1.3%	2.0%	.4%
Proprietary Chinese medicine (n=208)	60.0%	16.0%	0.8%	2.7%	0.5%	22.3%	2.0%	1.6%	1.2%

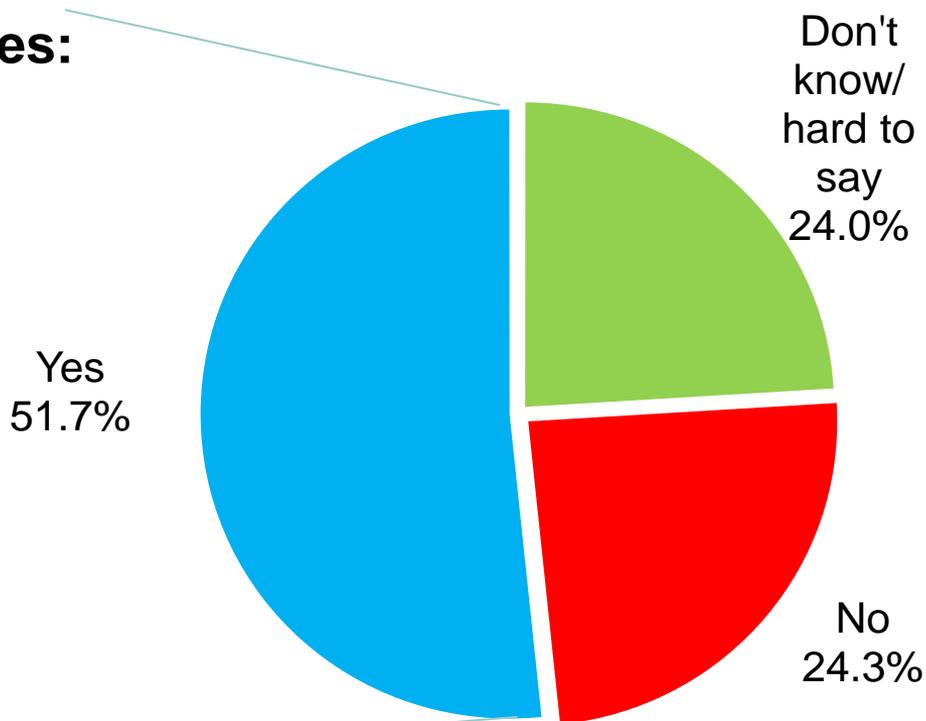


# “1+7” nutrition label

**51.7%** respondents think label can help to choose a suitable health supplement

More amongst who reported yes:

- Took health supplement during six month prior the survey
- Aged 18-20
- Secondary or above
- Office worker
- Income \$10,001-30,000

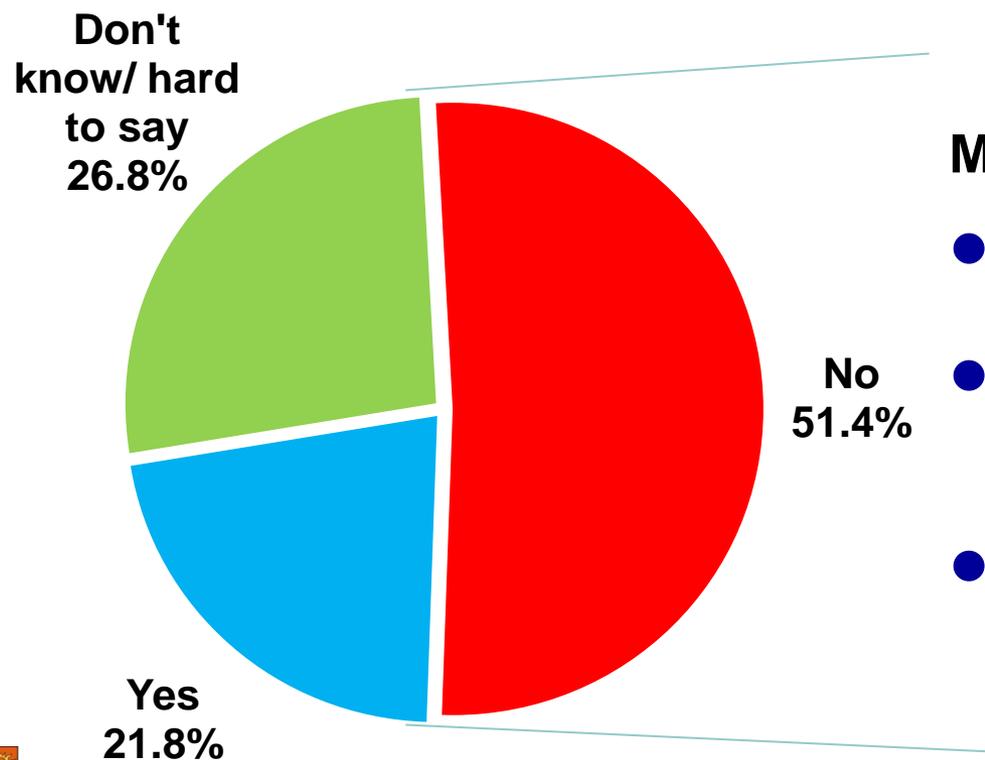


**Base: All respondents (1,053)**



# “1+7” nutrition label

**51.4%** respondents think label **cannot** accurately reflect the benefit of the health supplement



More amongst who reported no:

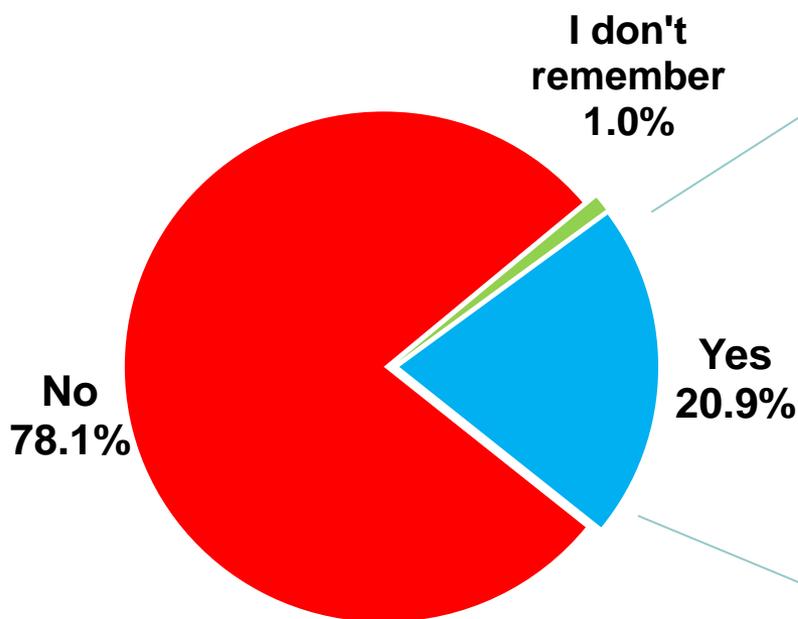
- Aged 21-30
- Tertiary (bachelor degree) or above
- Income \$30,000 or above

*Base: All respondents (1,053)*



# “1+7” nutrition label

**78.1%** respondents reported that they **didn't** change their decision to use or purchase certain types or brands due to “1+7” nutrition label



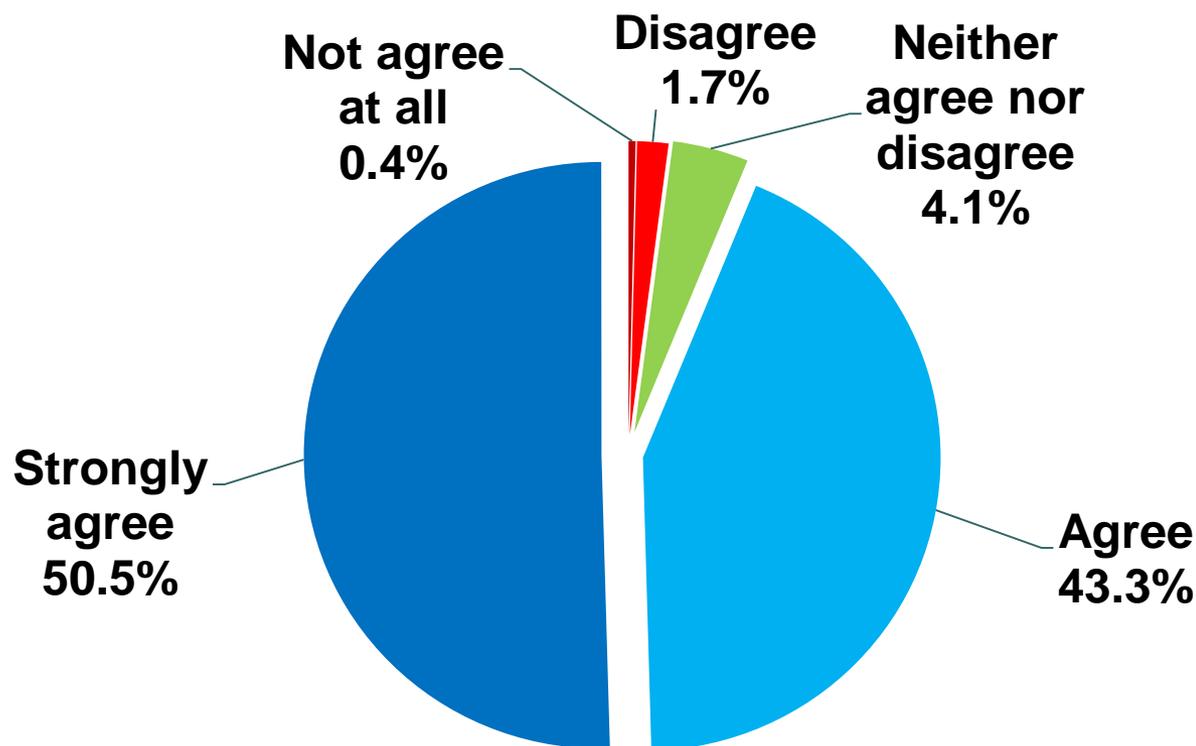
More amongst who reported yes:

- Female
- Aged 41-50
- secondary or above
- Income \$10,001-20,000

***Base: All respondents excluding “Refuse to answer” (1,047)***

# Establishing different labeling scheme

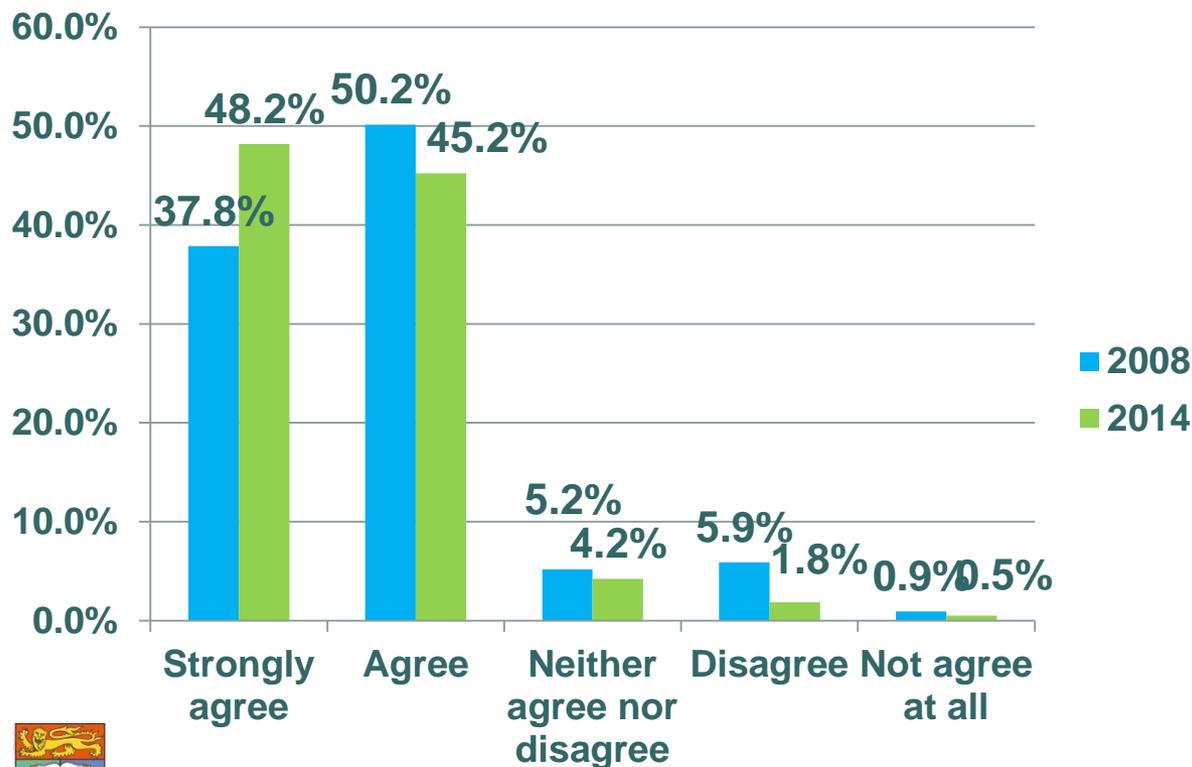
**93.8%** respondents agree that the government should regulate supplements and conventional food separately



*Base: All respondents excluding "Don't know" (985)*

# Establishing different labeling scheme

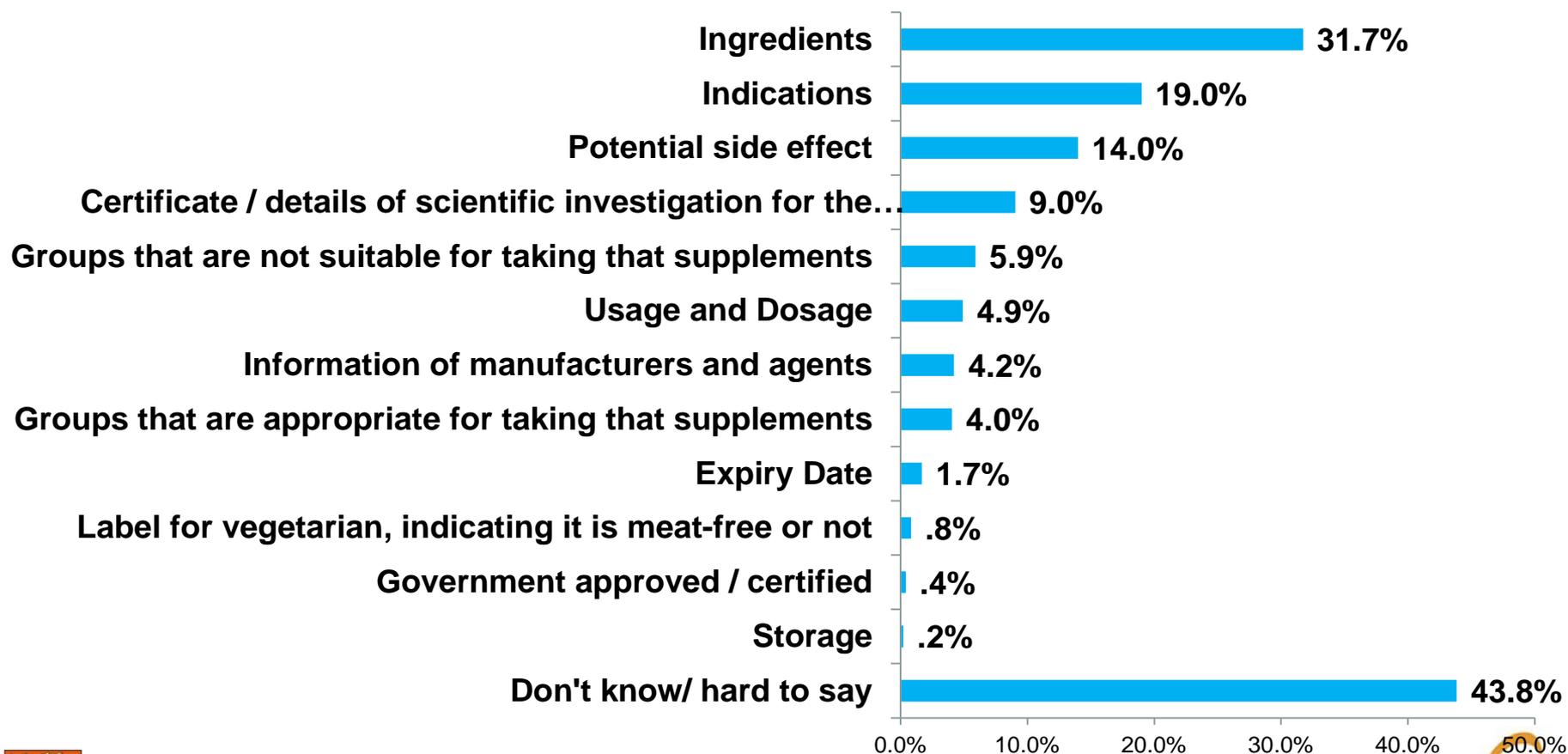
## Government should regulate supplements and conventional food separately



Compare to 2008, higher proportion of respondents reported that they are **strongly agree** in this survey

# Establishing different labeling scheme

## Information need for a new labeling scheme



**Base: All respondents (1,053)**





**Thank you!**