

# E-Newsletter: Market Watch

## July 2021



Kangcare Bioindustry Co., Ltd    [www.kangcare.com](http://www.kangcare.com)    [info@kangcare.com](mailto:info@kangcare.com)    +86-25-84650384

**1**,The use of cognitive enhancement related products has increased worldwide.

In 2021, the use of cognitive enhancement related products in sports nutrition and supplements increased globally, with a year-on-year increase of 13% compared with the release in 2020.

In 2020, in the field of cognitive enhancement, Magnesium and Vitamin B6 were the main components of global sports nutrition and supplements (29%), followed by Vitamin B12 (25%) and Vitamin C (20%).

In 2020, the top health positioning of global sports nutrition and supplements in the field of cognitive enhancement is energy and endurance (34%), immune health (29%) and mental acuity (23%)



**2**,Vitamin K2 is in the upsurge of global research and has broad market prospects.

It is found that Vitamin K2 also plays a role in calcium supplement and bone health, but different from the action mechanism of Vitamin D, Vitamin K2 mainly makes calcium deposit in bones, turns blood calcium into bone calcium, and prevents vascular calcification caused by excessive blood calcium .Also a comprehensive review of evidence suggests Vitamin K2 can help prevent Alzheimer's disease.



### 3, The oral beauty products have become the general trend of global consumption

Oral beauty is emerging as a new market demand point and a global consumption trend. According to Grandview research, the global oral beauty market reached US \$52 billion in 2020 and is expected to grow to US \$69 billion in 2026. In Chinese market, oral beauty is also heating up sharply. In the 618 beauty trading volume in 2019, the turnover of oral beauty products increased by 2266% year-on-year, among which the products containing "collagen" have the largest consumption scale in the oral beauty market.



4, A diet rich in omega 3 (n-3) fatty acids could reduce the number of headaches in those suffering from migraines, a study states, as researchers points to related molecules that aid in alleviating pain.



**5**, Since July, many Vitamin factories have entered the equipment maintenance period, It will continue to face shortages of Vitamin E and C in the market.



**相信科学的力量**  
**Believe in the power of Science**