

# Amway Corp in Consumer Health

February 2023

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Executive Summary

## STATE OF PLAY

Amway Corp ranks seventh globally in consumer health, down from sixth position

Asia Pacific: by far the largest region for Amway Corp's direct sales

Company overview

Market momentum determines Amway's performance over 2019-2022

## EXPOSURE TO FUTURE GROWTH

China will remain the core contributor to Amway's sales by 2025

## COMPETITIVE POSITIONING

Amway is among the top 10 players in consumer health

By-health Co Ltd remains by far the biggest competitor for Amway

Amway is a giant player across vitamins and dietary supplements in Asia Pacific countries...

...with growth prospects in other nutritionals still pending

Nutriline continues to be Amway's flagship brand...

... with BodyKey by Nutrilite and XS still underperforming

Innovations: an important driving factor for Amway

Amway secures its growth potential through innovative approaches to consumers

## VITAMINS AND DIETARY SUPPLEMENTS

Amway is the strongest player globally with the most prominent presence in Asia Pacific

Dietary supplements is the core contributor to Amway's sales across its major markets

High growth potential for Amway from dietary supplements in China

Vitamins and dietary supplements growth prospects

## WEIGHT MANAGEMENT AND WELLBEING

Amway's weight management and wellbeing has the strongest presence in Asia Pacific

Amway's meal replacement assortments have the strongest appeal to consumers

Forecast growth prospects are the most pronounced in Thailand and Argentina

Weight management and wellbeing global growth prospects

## KEY FINDINGS

Key findings

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Projected company sales FAQs 1/2

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