

China Health Food Industry Report, 2010



As of Aug.31, 2010, State Food and Drug Administration had totally approved 10,606 items of health food, 9,971 items of which were domestic health food, and the rest 635 ones were imported. During Jan-Jul, 2010, State Food and Drug Administration ratified a total of 427 items of health food, and 115 of which were nutrient supplements, and 312 items were functional food.

The raw materials of China's health product can be mainly categorized into plants, animals, fungi, probiotics and bioactive substances where the plant health products are dominant. As of Aug.31, 2010, China had had 589 items of health food using ginseng as raw material, with main effect of immunoregulation (272 items) and anti-fatigue (316 items).

Application for Health Food in China, Jan.-Jul., 2010

	Nutrient Supplements			Functional Food			Total
	China-made	Imported	Total	China-made	Imported	Total	
Jan. 2010	27	0	27	43	2	45	72
Feb. 2010	29	2	31	110	3	113	144
Mar. 2010	18	0	18	49	3	52	70
Apr. 2010	4	0	4	15	1	16	20
May, 2010	23	0	23	46	3	49	72
Jun. 2010	28	0	28	68	1	69	97
Jul. 2010	11	0	11	12	1	13	24
Total	140	2	142	343	14	357	499
Y-o-Y	-2.8%	-66.7%	-6.0%	65.7%	75.0%	66.0%	36.7%

Source: State Food and Drug Administration

Number of China's Ginseng Health Products by Claimed Effect, 2010

Immunoregulation	272
Anti-aging	16
Improving Memory	2
Regulating Blood Lipid	5
Regulating Blood Glucose	14
Throat-clearing	6
Improving Sleep	4
Anti-mutation	2
Anti-fatigue	316
Anti-hypoxia	10
Anti-radiation	4
Improving Osteoporosis	2
Improving Nutritional Anemia	6
Auxiliary Protection of Chemical Liver Injury	4
Beauty	2
Improving Gastrointestinal Function	4
Anti-oxidation	3

Source: State Food and Drug Administration, ResearchInChina

In 2009, the sales of China's health food ranked the second place in the world, while health food only accounted for 5% market shares in the entire medical healthcare system. As people's living standard improves, the demand for health food will be further increased.

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