STUDY GOAL AND OBJECTIVES
This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES
◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
◆ To complement the organizations’ internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
◆ To help company to succeed in a competitive market, and

METHODOLOGY
Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES
The primary information sources include NBS(National Bureau of Statistics of China), Health Food Association of China, and Nutrition Business Journal etc.
Abstract

In recent years, the dietary supplement industry has entered a new golden development stage in China, with the market size hitting RMB105 billion in 2011 and presenting a CAGR of 11.4% or so during 2006-2011.

Since the Ministry of Health of the People’s Republic of China enforced the Examination and Approval System in 1996, according to the data of the State Food and Drug Administration (SFDA), China had approved 11,413 types of domestic dietary supplement and 656 types of imported dietary supplement by March 2012. In 2011, China examined and approved the registration of 813 types of dietary supplement (up 14.5% from 2010), including 800 types of domestic dietary supplement and 13 types of imported dietary supplement.

The report covers:

※ Development of global and China dietary supplement industry: industrial chain, status quo, market size, business models, competitive features and patterns, development trends;

※ Major dietary supplement companies in China: operation and development of 22 companies, including By-Health, Ruinian International Limited and Shandong Dong-E E-Jiao Group.
**Ruinian International Limited** is China’s largest amino acid dietary supplement production enterprise, with its amino acid products enjoying a market share of over 80% in East China and 42.3% in China. At present, the company focuses on developing new products and expanding sales channels. On the one hand, it will launch more competitive and special nutritional dietary supplement through internal R & D and acquisition of potential technologies; and on the other hand, it will establish at least 100 Ruinian healthy shops in more than 40 cities of 15 provinces, and set up 12 flagship stores in Shanghai, Wuxi, Nanjing, Shenzhen and other cities.

**Shandong Dong-E E-Jiao Group** is China’s largest donkey-hide gelatin enterprise. In 2011, the company’s proceeds from donkey-hide gelatin products achieved RMB2.289 billion, contributing to 84.67% of company’s revenue, with the product gross margin of 70.83%. The company mainly sells products in East China. Specifically, its revenue from East China accounted for 37.2%, that from South China 21.1%, and that from North China and Southwest China 8.2% each.

**By-Health** is a leader in Chinese nutritional dietary supplement market, boasting more than 330 dealers across the country. In 2011, the number of sales terminals in China registered 21,000 or more, up 8,000-plus against that at the end of 2010. From 2007 to 2011, the company’s operating revenue showed a CAGR of 77.1%.
1. Global Nutritional Dietary Supplement Market
   1.1 Global Market Size
   1.2 USA
   1.3 Japan

2. Chinese Dietary Supplement Market
   2.1 Development Course
   2.2 Status Quo
   2.3 Examination and Approval, 2011
   2.4 Import & Export
      2.4.1 Import
      2.4.2 Export
   2.5 Competition
      2.5.1 Major Manufacturers
      2.5.2 Competition
      2.5.3 Factors Influencing Competition
   2.6 Market Segments

3. Traditional Dietary Supplement Manufacturers
   3.1 Joincare Pharmaceutical Group Industry Co., Ltd
      3.1.1 Profile
      3.1.2 Operation
      3.1.3 Main Business
      3.1.4 Dietary Supplement Business
   3.2 Shandong Dong-E Jiao Group
      3.2.1 Profile
      3.2.2 Operation
      3.2.3 Main Business
      3.2.4 Donkey-hide Gelatin and Dietary Supplement Business
   3.3 Hainan Yedao (Group) Co., Ltd
      3.3.1 Profile
      3.3.2 Operation
      3.3.3 Main Business
      3.3.4 Dietary Supplement Business
   3.4 Neptunus Bioengineering Co., Ltd
      3.4.1 Profile
      3.4.2 Operation
      3.4.3 Main Business
      3.4.4 Dietary Supplement Business
   3.5 Wang’s
   3.6 North China Pharmaceutical Group Corp (NCPC)
      3.6.1 Profile
      3.6.2 Operation
      3.6.3 Main Business
      3.6.4 Dietary Supplement Business

4. Modern Dietary Supplement Manufacturers
   4.1 Shanghai Jiaoda ONLLY Co., Ltd
      4.1.1 Profile
   4.2 Harbin Pharmaceutical Group Co., Ltd
      4.2.1 Profile
      4.2.2 Operation
      4.2.3 Main Business
      4.2.4 Dietary Supplement Business
   4.3 Amway (China) Co., Ltd
   4.4 Ruinian International Limited
      4.4.1 Profile
      4.4.2 Operation
      4.4.3 Main Business
      4.4.4 Dietary Supplement Business
   4.5 Jiangzhong Medical Co., Ltd (JZJT)
      4.5.1 Profile
      4.5.2 Operation
      4.5.3 Main Business
      4.5.4 Dietary Supplement Business
   4.6 Sanjing Pharmaceutical Co., Ltd
   4.7 Perfect (China) Co., Ltd
   4.8 Shanghai Goldpartner Biotech Co., Ltd
   4.9 Jiangsu Sihuan Bioengineering Co., Ltd
   4.10 Zhen-Ao Group
   4.11 Tiens Group Co., Ltd
   4.12 By-Health
• Global Nutritional Dietary Supplement Market Size and Growth Rate, 2006-2011
• Product Distribution of Global Nutritional Dietary Supplement Market, 2010
• Global Nutritional Dietary Supplement Market Size by Product, 2006-2010
• Global Nutritional Dietary Supplement Sales Volume, 2009-2010
• Nutritional Supplement Market Size in USA, 2006-2010
• Classification of Dietary Supplement in Japan
• Dietary Supplement Market Size in Japan, 2006-2011
• Dietary Supplement Market Size in China, 2006-2011
• Approval for Initial Registration of Dietary Supplement in China, 2006-2011
• New Categories of Dietary Supplement in China, by Mar 2012
• Import Value of Dietary Supplement in China, 2008-2011
• Export Value of Dietary Supplement in China, 2008-2011
• Investments of Chinese Dietary Supplement Companies, 2010
• Approved Direct Distributors of Dietary Supplement in China, by Mar 2012
• Segments of Chinese Dietary Supplement Market, 2011
• Main Dietary Supplements of Joincare
• Operating Revenue and Net Income of Joincare, 2007-2011
• Revenue of Joincare by Product, 2011
• Revenue of Joincare by Region, 2011
• Dietary Supplement Revenue of Joincare, 2006-2011
• Main Dietary Supplements of Dong-E E-Jiao Group
• Operating Revenue and Net Income of Dong-E E-Jiao Group, 2007-2011
• Revenue of Dong-E E-Jiao Group by Product, 2011
• Revenue of Dong-E E-Jiao Group by Region, 2011
• Prices of Donkey-hide Gelatin Block in China, 2004-2011
Selected Charts

- Revenue of Dietary Supplement Business of Dong-E E-Jiao Group, 2008-2011
- Main Dietary Supplements of Hainan Yedao
- Operating Revenue and Net Income of Hainan Yedao, 2007-2011
- Revenue of Hainan Yedao by Product, 2011
- Revenue of Hainan Yedao by Region, 2011
- Sales Volume of Alcohol Products of Hainan Yedao, 2006-2011
- Operating Revenue and Net Income of Neptunus Bioengineering, 2005-2011
- Revenue of Neptunus Bioengineering by Region, 2011
- Main Dietary Supplements of Neptunus Bioengineering
- Dietary Supplement Revenue of Neptunus Bioengineering, 2006-2011
- Main Dietary Supplements of Wang’s
- Operating Revenue and Net Income of NCPC, 2006-2011
- Revenue of NCPC by Product, 2011
- Revenue of NCPC by Region, 2011
- Main Dietary Supplements of NCPC
- Main Dietary Supplements of Hailisheng Group
- Main Dietary Supplements of Lei Shi
- Main Dietary Supplements of Hong Fu Loi Holdings Limited
- Main Dietary Supplements of Zhongjianxing Group Co., Ltd
- Operating Revenue and Net Income of Jiaoda Only, 2006-2011
- Revenue of Jiaoda Only by Region, 2011
- Main Dietary Supplements of Jiaoda Only
- Business Structure of Jiaoda Only, 2011
- Operating Revenue and Net Income of Harbin Pharmaceutical, 2007-2011
You can place your order in the following alternative ways:

1. Order online at [www.researchinchina.com](http://www.researchinchina.com)
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: [report@researchinchina.com](mailto:report@researchinchina.com)
4. Phone us at +86 10 82600828/82601561

<table>
<thead>
<tr>
<th>Party A:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Tel</td>
</tr>
<tr>
<td>E-mail:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Party B:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Beijing Waterwood Technologies Co., Ltd (ResearchInChina)</td>
</tr>
<tr>
<td>Address:</td>
<td>Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080</td>
</tr>
<tr>
<td>Contact Person:</td>
<td>Liao Yan</td>
</tr>
<tr>
<td>E-mail:</td>
<td><a href="mailto:report@researchinchina.com">report@researchinchina.com</a></td>
</tr>
<tr>
<td>Bank details:</td>
<td>Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijcheng,Landianchang,Haidian District,Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>Format</th>
<th>Cost</th>
</tr>
</thead>
</table>

Choose type of format

Hard copy ..................................1,700 USD
PDF (Single user license) .............1,600 USD
PDF (Enterprisewide license) ..........2,500 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.