



China Health Food Industry Report, 2013

May 2013

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 Company Reports, and National Bureau of Statistics of China etc.

Abstract

Health food arose in China in 1980s; after three decades of development, China health food industry has formed with the value of RMB100 billion. In 2012, the sales revenue of the health food industry reached RMB110 billion, showing a year-on-year increase of 4.8%.

In China, health food falls into Vitamin & Dietary Supplements, Weight Management, Child-Specific Consumer Health and Herbal/Traditional Products; wherein, Vitamin & Dietary Supplements generate RMB62.5 billion, contributing 62.2% to the industry.

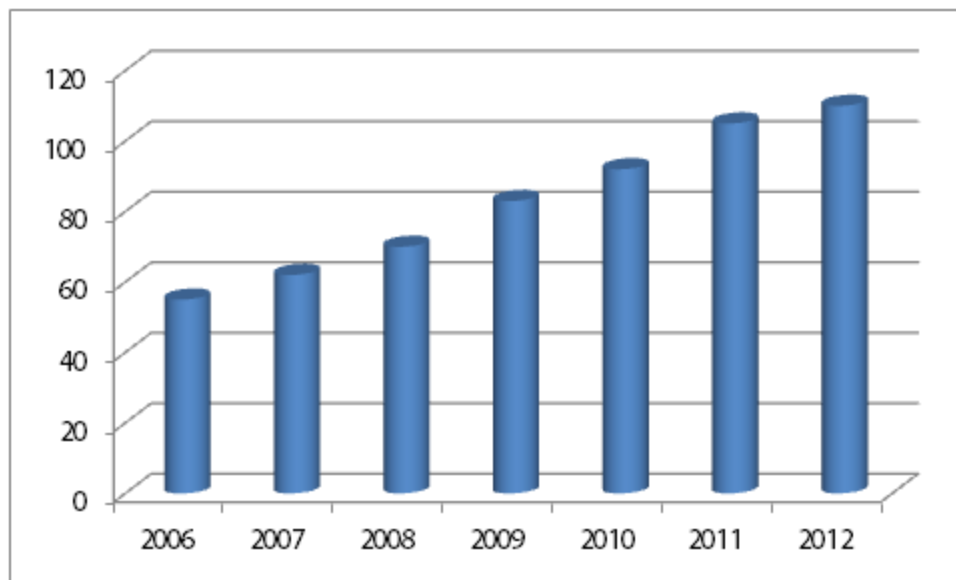
In January, 2012, the National Development and Reform Commission as well as the Ministry of Industry and Information Technology of the People's Republic of China jointly issued 12th Five-Year Development Plan for Food Industry, in which the nutrition and health food manufacturing is regarded as a priority for the first time. The plan pointed out that the nutrition and health food industry in China would maintain an average annual growth rate of 20% by 2015, and there would be at least 10 companies each with the sales of over RMB10 billion.

The report resolves around the followings:

Overview of China health food industry, including development course, policies and regulations, market size, import and export, status quo and future development trends;

China's health food market segments, covering market size, competition patterns and development trends of Vitamin & Dietary Supplements, Weight Management and Herbal/Traditional Products; 11 traditional Chinese medicine healthcare product companies like Shandong Dong-e E-Jiao, Joincare, Hong Fu Loi and 10 western-style healthcare product companies such as Ruinian International, Harbin Pharmaceutical, Amway and Perfect.

Revenue and Growth Rate of China Health Food Industry, 2006-2012 (RMB bn, %)



Source: ResearchInChina China Health Food Industry Report, 2013

1. Development Environments for Health

Food in China

- 1.1 Development Track
- 1.2 Policies and Regulations
- 1.3 Examination and Approval, 2012

2. China's Health Food Market

- 2.1 Status Quo
- 2.2 Import & Export
 - 2.2.1 Import
 - 2.2.2 Export
- 2.3 Major Segments
 - 2.3.1 Dietary Supplements
 - 2.3.2 Weight Management
 - 2.3.3 Herbal/Traditional Products
- 2.4 Development Trends

3. Traditional Chinese Health Food Manufacturers

- 3.1 Joicare Pharmaceutical Group Industry Co., Ltd
 - 3.1.1 Profile
 - 3.1.2 Operation
 - 3.1.3 Main Business Structure
 - 3.1.4 Health Food-related Business
 - 3.1.5 Products and Production Bases
- 3.2 Shandong Dong-e E-Jiao Group
 - 3.2.1 Profile
 - 3.2.2 Operation
 - 3.2.3 Main Business

- 3.2.4 E-Jiao and Dietary Supplement Business
- 3.2.5 Products and Production Bases
- 3.3 Hainan Yedao (Group) Co., Ltd
 - 3.3.1 Profile
 - 3.3.2 Operation
 - 3.3.3 Main Business Structure
 - 3.3.4 Health Food-related Business
 - 3.3.5 Strategic Developments
- 3.4 Neptunus Bioengineering Co., Ltd
 - 3.4.1 Profile
 - 3.4.2 Operation
 - 3.4.3 Main Business Structure
 - 3.4.4 Health Food-related Business
 - 3.4.5 Products and Production Bases
- 3.5 North China Pharmaceutical Group Corp (NCPC)
 - 3.5.1 Profile
 - 3.5.2 Operation
 - 3.5.3 Main Business Structure
 - 3.5.4 Health Food-related Business
 - 3.5.5 Products and Production Bases
- 3.6 Besunyen
 - 3.6.5 Health Food-related Business
- 3.7 Hailisheng Group
- 3.8 Lei Shi
- 3.9 Hong Fu Loi Holdings Limited
- 3.10 Zhongjianxing Group Co., Ltd
- 3.11 Wang's

4. Western Health Food Manufacturers

- 4.1 Shanghai Jiada ONLLY Co., Ltd
 - 4.1.1 Profile
 - 4.1.2 Operation
 - 4.1.3 Main Business Structure
 - 4.1.4 Health Food-related Business
 - 4.1.5 Expand Agents of Imported Products, Onlly Haizhibao Is Launched
- 4.2 Harbin Pharmaceutical Group Co., Ltd
 - 4.2.1 Profile
 - 4.2.2 Operation
 - 4.2.3 Main Business Structure
 - 4.2.4 Health Food-related Business
- 4.3 Ruinian International Limited
 - 4.3.1 Profile
 - 4.3.2 Operation
 - 4.3.3 Main Business Structure
 - 4.3.4 Health Food-related Business
- 4.4 Jiangzhong Medical Co., Ltd (JZJT)
- 4.5 BY-HEALTH
- 4.6 Jiangsu Sihuan Bioengineering Co., Ltd
- 4.7 Perfect (China) Co., Ltd
- 4.8 Amway (China) Co., Ltd
- 4.9 Zhen-Ao Group
- 4.10 Tiens Group Co., Ltd

- Development Course of China Health Food Industry
- Main Health Food Regulations Issued after 2011
- "12th Five-Year Plan" for Healthcare Product Industry
- Changes in Functions of Chinese Health Food
- Health Food Initial Registration Approved in China, 2006-2012
- Efficacy Research and Statistics of China Health Products, update to May, 2013
- Health Food Approvals Obtained by Main Health Food Companies, end of 2012
- Per Capita Health Food Consumption in Major Countries and Regions, 2011
- Market Value of China Health Product, 2006-2012
- Health Products Value Imported in China, 2008-2012
- Health Products Value Exported in China, 2008-201
- Export Destinations of Chinese Healthcare Products, 2012
- Distribution of China's Health Food Market Segments, 2012
- Revenue of Vitamin & Dietary Supplements in China, 2006-2012
- Marketing Channels of Vitamin & Dietary Supplements in China, 2012
- Direct Distributors of Health Food Approved in China by May, 2013
- Market Size of Chinese Weight Loss Products, 2007-2012
- Market Size of Traditional Chinese Medicine Health Products in China, 2007-2012
- Market Value of China Health Product, 2011-2016E
- Main Health Food Products of Joincare
- Revenue and Net Income of Joincare, 2007-2012
- Revenue and Net Income of Joincare, 2011-2016E
- Revenue Breakdown of Joincare by Product, 2012
- Revenue Breakdown of Joincare by Region, 2011
- Health Food Revenue of Joincare, 2006-2012

- Main Healthcare Products and Production Bases of Joincare
- Revenue and Net Income of Joincare, 2007-2012
- Revenue and Net Income of Joincare, 2011-2016E
- Revenue Breakdown of Joincare by Product, 2012
- Revenue Breakdown of Joincare by Region, 2011
- Health Food Revenue of Joincare, 2006-2012
- Main Healthcare Products and Production Bases of Joincare
- Main Health Food Products of Dong-e E-Jiao Group
- Revenue and Net Income of Dong-e E-Jiao, 2007-2012
- Revenue and Net Income of Dong-e E-Jiao, 2011-2016E
- Revenue Breakdown of Dong-e E-Jiao by Product, 2012
- Revenue Breakdown of Dong-e E-Jiao by Region, 2012
- Price of E-Jiao Piece in China, 2006-2012
- Sales Volume of E-Jiao of Dong-e E-Jiao, 2008-2012
- Dietary Supplement Revenue of Dong-e E-Jiao, 2006-2012
- Main Healthcare Products and Production Bases of Shandong Dong-e E-Jiao
- Main Health Food Products of Hainan Yedao (Group) Co., Ltd
- Revenue and Profit of Yedao , 2007-2011
- Revenue and Profit of Yedao, 2011-2012
- Revenue Breakdown of Yedao by Product, 2012
- Product Sales Distribution of Yedao by Region, 2012
- Sales Volume of Wine Products of Hainan Yedao, 2007-2012
- Revenue and Net Income of Neptunus Bioengineering, 2007-201
- Revenue and Net Income of Neptunus Bioengineering, 2011-2016E
- Product Revenue of Neptunus Bioengineering by Business, 2012

- Product Sales Distribution of Neptunus Bioengineering by Region, 2012
- Main Health Food Products of Neptunus Bioengineering Co., Ltd
- Health Product & Food Revenue of Neptunus, 2006-2012
- Main Healthcare Products and Production Bases of Shandong Dong-e E-Jiao
- Revenue and Net Income of NCPC, 2007-2012
- Revenue and Net Income of NCPC, 2011-2016E
- Revenue Breakdown of NCPC by Product, 2012
- Revenue Breakdown of NCPC by Region, 2012
- Main Health Food Products of North China Pharmaceutical Group Corp (NCPC)
- Main Healthcare Products and Production Bases of North China Pharmaceutical
- Revenue and Net Income of Besunyen, 2008-2012
- Revenue and Net Income of Besunyen, 2011-2016E
- Revenue Breakdown of Besunyen by Product, 2012
- Number of Retailers and Distributors of Besunyen
- Market Share of Besunyen Slimming Tea among Slimming Products in China
- Main Health Food Products of Hailisheng Group
- Main Health Food Products of Lei Shi
- Main Health Food Products of Hong Fu Loi Holdings Limited
- Main Health Food Products of Zhongjianxing Group Co., Ltd
- Main Health Food Products of Wang's
- Revenue and Profit of Jiaoda ONLLY, 2007-2012
- Revenue and Profit of Jiaoda ONLLY, 2011-2016E
- Product Revenue of Jiaoda ONLY by Business, 2012
- Product Sales Distribution of Jiaoda ONLLY by Region, 2012
- Health Food Products of Shanghai Jiaoda ONLLY

- Revenue and Profit of Harbin Pharmaceutical, 2007-2011
- Revenue and Profit of Harbin Pharmaceutical, 2011-2016E
- Business Revenue of Harbin Pharmaceutical's Major Products, 2012
- Product Sales Distribution of Harbin Pharmaceutical by Region, 2012
- Main Healthcare Products and Claimed Efficacies of Harbin Pharmaceutical
- Revenue and Profit of Ruinian International, 2006-2012
- Revenue and Profit of Ruinian International, 2011-2016E
- Revenue Breakdown of Ruinian International, 2012
- Revenue and Profit of Jiangzhong Medical, 2007-2012
- Revenue and Profit of Jiangzhong Medical, 2011-2016E
- Revenue Breakdown of JZJT, 2012
- Main Health Food Products of JZJT
- Health Food Revenue of JZJT, 2009-2012
- Revenue and Profit of By-health, 2007-2012
- Revenue and Profit of By-health, 2011-2016E
- Revenue Breakdown of By-Health by Product, 2012
- Revenue Breakdown of By-Health by Region, 2012
- Comparison between Two Major Brands of By-health
- Nutrient Supplements and Health Food Approval Certificates of By-health, 2012
- Sales Terminals and Effective Terminals of By-Health, 2008-2012
- Number and Distribution of Chain Nutrition Centers of By-Health, 2011-2012
- Revenue and Net Income of Sihuan Bioengineering, 2007-2012
- Revenue and Net Income of Sihuan Bioengineering, 2011-2016E
- Revenue Breakdown of Sihuan Bioengineering by Product, 2012
- Product Sales Distribution of Sihuan Bioengineering by Region, 2012

You can place your order in the following alternative ways:

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

Party A:			
Name:			
Address:			
Contact Person:		Tel	
E-mail:		Fax	

Party B:			
Name:	Beijing Waterwood Technologies Co., Ltd (ResearchInChina)		
Address:	Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080		
Contact Person:	Liao Yan	Phone:	86-10-82600828
E-mail:	report@researchinchina.com	Fax:	86-10-82601570
Bank details:	Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG		

Title	Format	Cost
<i>Total</i>		

Choose type of format

- PDF (Single user license)2,100 USD
- Hard copy 2,200 USD
- PDF (Enterprisewide license)..... 3,300 USD

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