



**China Health Food Industry  
Report, 2014-2017**

**Sep. 2014**

## 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

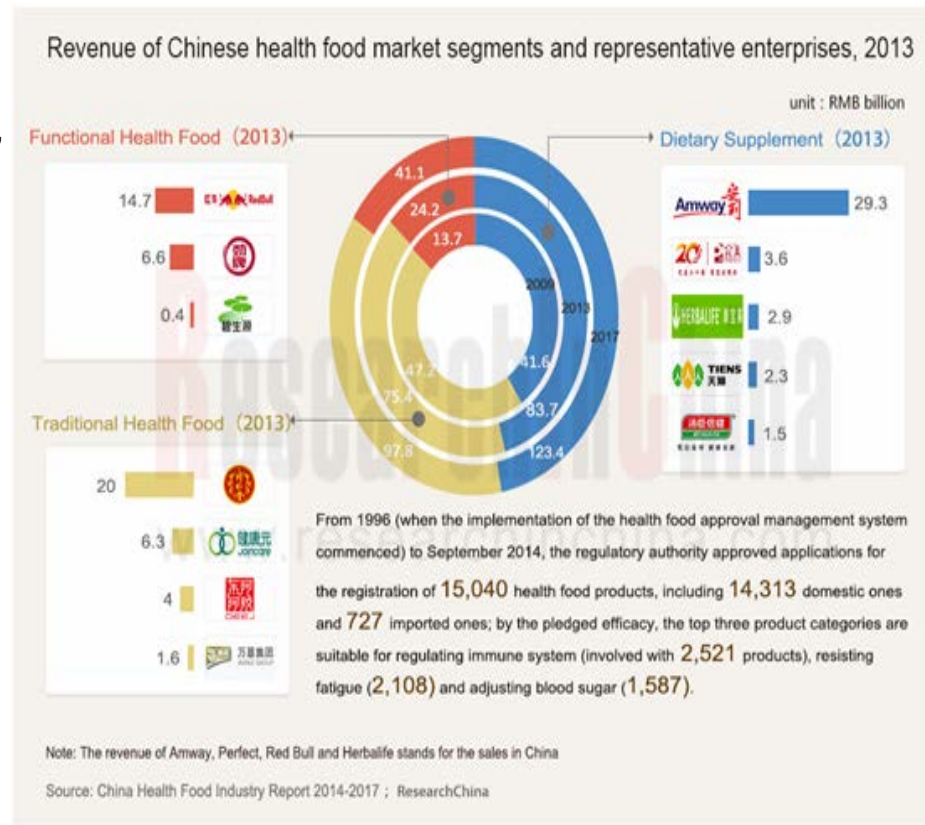
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

## Abstract

With the development of China's economy, health foods, which have special functions of adjusting human body physiology, preventing diseases, promoting health, prolonging life, etc., have won great popularity with a variety of specific populations. In 2013, the market size of health food in China reached RMB187.4 billion, up 12.0% year on year, recording a CAGR of 22.1% during 2006-2013.

China's health product industry is composed of many extremely scattered segments, which develop simultaneously, mainly referring to vitamin & dietary supplements, functional food, and traditional products, of which Vitamin & Dietary Supplements generated RMB83.7 billion in retail sales in 2013, accounting for 59.3% of the whole industry.

In terms of competitive landscape, direct selling brands such as Amway, Perfect, and other foreign brands still occupy a 74% share in vitamin & dietary supplements market while the remaining 26% share is dominated by the non-direct selling brands like BY-HEALTH. The number of functional health food enterprises is close to 2,000, represented by Red Bull, Jing brand and Besunyen, which took the leading position in functional drinks, health care wine and slimming tea products, respectively. Additionally, in the field of traditional health foods, there are numerous small and medium-sized herb nourishing food producers, among which the typical ones include Wanji, a ginseng products manufacturer, Joicare, a producer of oral solution for beauty, as well as Shandong Dong-e E-Jiao Group, a leader in donkey-hide gelatin market.



China Health Food Industry Report, 2014-2017 is primarily concerned with the followings:

- ⇒ Overview of China health food industry, including development history, policies and regulations, market size, import and export, marketing channels and trends, etc.;
- ⇒ Health food market segments, including market size, competitive landscape and trends, etc. of dietary supplements, traditional health products, and functional health foods;
- ⇒ Analysis of 24 domestic and foreign manufacturers such as Amway, Perfect, Tiens Group, BY-HEALTH, Jiaoda Onlly, Joincare, Shandong Dong-e E-Jiao Group, Herbalife, Besunyen, Real Nutraceutical, Sinolife United, and Sanjing Pharmaceutical, covering their profile, financial situation, output and sales volume, major customers, featured products, R&D, distribution of production bases, technical characteristics, and the like.

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