



MARKET TRENDS IN CHINA:
HEALTH FOOD



KEY TRENDS



China



Fortified Or Functional Packaged Food Increase In Demand

- Probiotic is thriving in yoghurt - “symbiotic” next.
- Stagnant performance of fortified and functional milk formula and powder milk.
- Expansion of functionality within fortified and functional sugar confectionery.



Growing Interest In Naturally Healthy Products

- Digestive health continues to be a key competitive positioning for NH staple foods.
- Optimistic outlook for naturally healthy nuts and nut-based products, fruit snacks, nuts, seeds, and trail mixes see further demand due to healthy snacking.
- Naturally, healthy honey is in demand due to the increased awareness for the overall consumer health.



Organic Foods Largely Benefits For Consumer

- Organic snacks rise from the niche status and organic milk formula relies on local parents due to the limited sales from Mainland China.
- High potential of Japanese organic packaged food through E-commerce continues to gain.
- Greater focus on nutritional intake and dietary restrictions to boost demand.



China



Rising Popularity Of Beauty-Positioned Dietary Supplements

- Beauty sector is the fastest-growing segments within dietary supplements in China, in addition to immunity, joint health and eye health.
- This rapid growth is driven by the increasing disposable incomes among young female consumers and growing interest in immunity enhancement and health improvement.

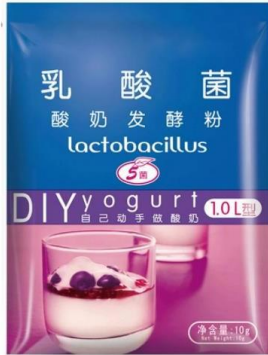


Herbal Or Traditional Products Gain Traction

- During the pandemic, Chinese consumers seek for herbal or traditional remedies, which have proved to be helpful in combating the COVID-19.
- Thus, herbal or traditional ingredients, such as traditional Chinese medicine (TCM) ingredients, are gaining traction and witnessing great opportunities for growth.



Fortified Or Functional Packaged Food Increase In Demand



Lactobacillus Natural Yogurt Starter

- The successful yoghurt is tofu-like with original taste.
- Product of China.

Ingredients: Maltodextrin, Lactobacillus Acidophilus.

Meiling Adult Goat Milk Powder

- The product is made of natural fresh goat milk, a formula powder for middle and old age.
- Additionally, taurine, minerals (Ca, Fe and Zn), folic acid and vitamins are added, rich in dietary fibre and protein.
- Vitamin D provides the necessary nutrition for the elderly. It is the first milk choice for the elderly.

Ingredients: Liquid Goat Milk, White Granulated Sugar ,Dietary Fiber, Calcium Carbonate, Fructo-oligose ,Folic Acid, Complex Mineral, Muti-vitamins.





Growing Interest In Naturally Healthy Products



The Republic of Tea Honey Mango 100% White Tea

- White tea is tea in its most natural state. It gets its name from the silvery-white hairs on the unopened buds of the Camellia sinensis plant and is the least processed varietal of tea.
- These tender, fragile, white downy buds are hand-plucked only a few days of the year and are monitored closely as the leaves are withered and dried.

Ingredients: White Tea, Spring Buds, Honey, Mango Flavour.

Wholegrain Digestive Biscuit

- Delicious meal replacement.
- Rich in dietary fiber.
- Product of China.

Ingredients: Wheat Flour, Palm Oil, Edible Wheat Bran, White Granulated Sugar, Malt Syrup, Whole Egg Liquid, Sesame, Edible Corn Starch, Oatmeal, Food Additives (Ammonium Bicarbonate, Sodium Bicarbonate, Sodium Metabisulfite), Edible Salt.





Organic Foods Largely Benefits For Consumer

Amy's® Gluten Free Chinese Noodles & Veggies Frozen Meal

- Delectable and creamy cashew sauce.
- Convenient and easy to prepare - simply heat and serve.
- Non-GMO, Gluten Free, Vegan, Certified Kosher, Dairy/Lactose-Free and Corn-Free
- Made with Chinese noodles, baked house-made tofu, shiitake mushrooms, broccoli and julienned carrots.

Ingredients: Rice Pasta (Organic Rice Flour, Filtered Water, Organic Potato Starch, Rice Starch, Organic Soy Flour), Organic Carrots, Organic Tamari (Water, Organic Soybeans, Organic Alcohol [To Preserve Freshness], Salt Organic Broccoli, Organic Green Beans, Organic Cashews, Organic Tofu (Filtered Water, Organic Soybeans, Magnesium Chloride), Organic Edamame, Organic Green Onions, Organic Mushrooms, Organic Sautéed Onions (Organic Onions, Organic Sunflower Oil), Organic Cane Sugar, Expeller Pressed High Oleic Safflower and/or Sunflower Oil, Organic Toasted Sesame Seed Oil, Organic Brown Rice Vinegar (Water, Organic Brown Rice), Organic Shiitake Mushrooms, Organic Toasted Sesame Seeds, Organic Garlic, Black Pepper, Organic Bell Peppers, Filtered Water, Organic Jalapeno Peppers.



Wei-Chuan Organic Chinese Lo Mein

- Non-GMO certified and USDA Organic
- Product of China

Ingredients: Organic Wheat Flour, Water, Salt.



Rising Popularity Of Beauty-Positioned Dietary



Essential C's Jelly Collagen Skin Whitening Drink Vitamin C

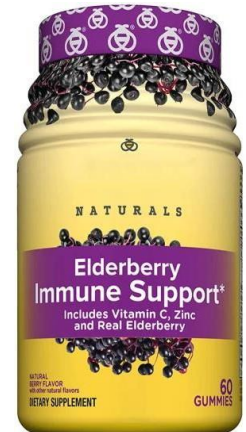
- Functional jelly snack with just 10 calories in travel-friendly pouches.
- Boost of Collagen and Vitamin C: Level up your snack game by incorporating daily essential supplements for an effortless inner beauty boost.
- Fun, chewy, and fulfilling plant-based konjac jelly.
- Refreshing, fruity, and delicious zero-sugar snack option to swap out sugary cravings.

Ingredients: Vitamin C, Sea Moss, Glutathione, Collagen, Dragon Fruit, Coconut, Black Seed Oil, Biotin, Maca Root Extract, Turmeric Powder, Black Pepper Extract, L-Theanine, GABA, Piperine, Chamomile, Sage, Burdock Root, Apple Cider Vinegar, Natural Fruit Pectin.

Naturals Elderberry Immune Support

- Help to support immune system.
- Natural berry flavour.
- Product of China.

Ingredients: Sugar, Glucose Syrup, Pectin <2% of Maltodextrin, Citric Acid, Natural Flavors, Color Added (Maqui Berry Juice Concentrate).





Herbal Or Traditional Products Gain Traction



Ming Mu Di Huang Wan - Herbal Supplement

- Ming Mu Di Huang Wan is a highly effective herbal supplement that supports the health of your liver, kidneys and eyes.
- It has long been prized in China for its high amounts of certain phytonutrients that are believed to provide a number of health benefits. For example, lycium fruit is thought to support the eyes. It is thought that it can help to support healthy vision.
- **Ingredients:** Prepared Rehmannia Root, Mature Asiatic Dogwood Flesh or Fruit, Tree Peony Bark, Chinese Yam Root and Stem, Poria Sclerotium, Asian Water Plantain Tuber, Mature Lycium Fruit, Chrysanthemum Flower Head., Dong-quai Root, White Peony Root Without Bark, Mature Tribulus Fruit, Abalone Shell, and Starch.

Jin Kui Shen Qi Pian (Wan) (YanVive™)

- Jin Kui Shen Qi Pian (Jin Kui Shen Qi Wan, YanVive™, Jin Gui Shen Qi Wan, 金匮肾气片) is among the most regarded ancient Chinese herbal formulas.
- It is commonly used to nourish Yang of the Yin-Yang, support the lower back, and support sexual wellness.
- Product of USA

Ingredients: Rehmannia Cured .Root Tuber, Asiatic Dogwood Fruit Without Seed, Chinese Yam Rhizome, Tree Peony Root Bark, Poria Sclerotium, Asian Water Plantain Rhizome, Cassia Bark, Sichuan Aconite Cured Lateral Root, Achyrantes Root, Fo-ti Cured Root Tuber, Lycium Fruit, Schisandra Fruit, Corn Starch (Non-gmo), Dextrin, Magnesium Stearate.



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THANK YOU