

# China Nutraceuticals Industry Outlook to 2017 - Supportive Regulations Aiding the Market Growth

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## Abstracts

The report titled “China Nutraceuticals Industry Outlook to 2017- Supportive Regulations Aiding the Market Growth” provides a detailed analysis of the industry covering various aspects including market size in terms of revenues and market segmentation on the basis of major types such as dietary supplements and functional foods and beverages. The report also includes competitive landscape and profiles of the major players operating in the industry. The future projections provide an insight on the prospects in the China nutraceuticals industry. The report discusses major ongoing trends in the industry, impact of macroeconomic factors and regulatory environment.

The nutraceuticals industry of China has expanded strongly over the period of 2006-2012. The growing interest of consumers in the various health food categories such as functional food & beverages and dietary supplements has been driving the revenues of the industry over the years. China has emerged as the largest producer of nutraceuticals in the world in recent years and is expected to overtake Japan in coming years.

The China nutraceuticals industry has grown at a CAGR of 18.2% over the span of 2006-2012. The market grew at a continuous double digit growth rate over the years since 2006. The majority of the growth has been contributed by functional food and beverages which formed a ~% share of the nutraceuticals market in 2012. However, market for dietary supplements has escalated at a faster growth rate, with revenues rising at a CAGR of 20% over 2006-2012. Functional beverages are another segment of the nutraceuticals market which has showcased rising revenues propelled by increasing consumer preference.

The competitive landscape of nutraceuticals in China is highly fragmented with the

dominance of FMCG players. Amway has been a dominant player in dietary supplements market from the past few years which accounted for ~% share in the overall revenues of the dietary supplements industry. Infitus and Stone Group constitute other major players with a percentage contribution of ~% and ~% respectively.

China is expected to overtake the US as the largest market for dietary supplements in the coming years. The revenues of the nutraceuticals industry are expected to expand to USD ~ million in 2017, growing with a CAGR of ~% from 2012 to 2017. The market for nutraceuticals in China is anticipated to experience growing demand owing to the increasing obesity and health problems in the country. The growing awareness about health and wellness amongst the urban population, especially within the age group of 30-50 years, together with the burgeoning disposable income of the population in China, is expected to aid the market growth in the future.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of the China Nutraceuticals industry, functional food & beverages and dietary supplements markets on the basis of revenues.

Market segmentation of the China Nutraceuticals industry on the basis of Types of Products

Market segmentation of China functional foods & beverages market on the basis of product form

Market size and segmentation of functional foods market and functional beverages markets

Dietary supplements Buyers' Profile and Purchase Behavior

Market segmentation of China dietary supplements market by types and distribution

Competitive landscape and market shares of the major players in the China Dietary Supplements market.

Trends and Developments prevailing in the China Nutraceuticals industry

Future outlook and projections of the China Nutraceuticals industry on the basis of revenues.

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