

# Nutritional and Dietary Supplements Market in China - Demand for Herbal Supplements

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## Abstracts

### EXECUTIVE SUMMARY

The health food industry is witnessing growth globally. Growing need to stay healthy and rising membership of gyms and health clubs is driving the demand for nutritional supplements across the world. Annually, China's health food and products consumption amounts to USD 120 billion.

China is offering many opportunities and strong potential for the supplements industry, especially calcium and protein. Chinese supplement industry is developing and the country offers good investment opportunities driven by the fast-paced economic growth, expanding upper middle class and increasing disposable income. Moreover, the industry is also seeing a rise in mergers/ acquisitions.

Rising income level, urbanization, growing interest in sports along with growing desire to stay healthy and obesity issues has worked as a driving factor for nutrient and supplement industry in China. Supplement industry in the region was even resilient in the phase of recession and showed a positive performance in 2010.

The report on "China Nutrition & Dietary Supplements Industry" includes a detailed study of the nutrition & supplements industry of the country. We have also analyzed the industry and its various categories/ segments and trends prevailing in the market. The report also includes the industry and forecast of its various segments. Additionally, we have discussed cause and effect relationship of macroeconomic and industry factors on the industry providing the basis for the future outlook.

### Scope of the Report

The report gives a detailed analysis of China's Nutrition & Dietary Supplements Industry including insights on past market performance, demand by segmentation, present analyses and future outlook of the industry.

The report discusses the regulatory environment prevailing in China and also assesses the industry trends and developments.

Discusses the positioning of the industry players and their market share which helps to assess scope for new and existing players.

China's herbal supplements are very popular worldwide, which increases the export opportunities for domestic herbal supplements manufacturers.

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