

# Development and Market of Big Health Industry of Traditional Chinese Medicine in China 2016-2021 Proposal

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## Abstracts

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### 1. INTRODUCTION

Big health industry was advocated because of the development, social demands and changes of disease spectrum. Big health industry of traditional Chinese medicine (BHITCM) proposed a healthy lifestyle that cured disease as well as the preventive treatments.

Big health industry of traditional Chinese medicine obtained output RMB700 billion in 2009, and it reached RMB1 trillion in 2015. There were hundreds medicine companies in big health market at present, including around 30 listed companies. The big health concept simulated the social demand so that it brought opportunities for those companies.

The new concept of big health industry was widespread, which included healthy food, health care instrument and leisure health care services. It not only provided products, but also the solutions of health lifestyle, therefore, it could create much more business profits. The output of big health industry of traditional Chinese medicine will catch RMB3 trillion in 2021.

#### 1) The Aim of Report

To provide readers with comprehensive and in-depth understanding of Chinese big health industry of traditional Chinese medicine product industry;

To analyze the market import and export of big health industry of traditional Chinese

medicine product industry;

To analyze the future trend of big health industry of traditional Chinese medicine product industry;

To analyze industrial size of the industry;

To reveal opportunities for big health industry of traditional Chinese medicine product industry in China.

## 2) Benefit from the Report

Obtain latest info of big health industry of traditional Chinese medicine product industry, such as market size, price, key players, etc. ;

Discover market potential in different regional markets;

Find out how Chinese big health industry of traditional Chinese medicine market will change and how your business can be involved in;

Keep informed of your competitors/their activities in China;

Learn about key market drivers, investment opportunity ;

## 2. SCOPE OF INVESTIGATION

The report will investigate Chinese big health industry of traditional Chinese medicine industry from the following aspects:

Market size

Demand and supply

Regional markets

Segments

Bellwether company

Etc.

## 3. TIME NEEDED

2 work weeks needed.

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