

# Report on Health Food Industry in China Proposal

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Date: May 2015

Pages: 0

Price: US\$ 3,500.00 (Single User License)

ID: R4450D76497EN

## Abstracts

### 1. INTRODUCTION

With living standard improving, the demand for health product increases as well. In general, the health food market in China demonstrates an increasing trend. It was estimated that the total sales of health food in China was nearly RMB140 billion by 2013. Based on market segment, the health food industry in China can be divided into several categories, namely, dietary supplements, weight management, children's dietary supplements, traditional nutrition health food, etc., of which dietary supplements is the most popular one.

With the release of The Food Industry Second Five Year Plan, health food industry demonstrates a promising future. It is estimated that by 2019, the sales of health food in China will reach RMB300 billion.

In this report, ASKCI analyzes health food in China to provide understanding of this industry in terms of market demand, product category, key players, etc. Meanwhile, recommendations will be given at the end of the report to describe the prospect and provide forward-thinking strategies.

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