

The 2023-2028 Outlook for Functional Foods in China

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Abstracts

This study covers the latent demand outlook for functional foods across the regions of China, including provinces, autonomous regions (Guangxi, Nei Mongol, Ningxia, Xinjiang, Xizang - Tibet), municipalities (Beijing, Chongqing, Shanghai, and Tianjin), special administrative regions (Hong Kong and Macau), and Taiwan (all hereafter referred to as 'regions'). Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 1,100 cities in China. For each major city in question, the percent share the city is of the region and of China is reported. Each major city is defined as an area of 'economic population', as opposed to the demographic population within a legal geographic boundary. For many cities, the economic population is much larger than the population within the city limits; this is especially true for the cities of the Western regions. For the coastal regions, cities which are close to other major cities or which represent, by themselves, a high percent of the regional population, actual city-level population is closer to the economic population (e.g. in Beijing). Based on this 'economic' definition of population, comparative benchmarks allow the reader to quickly gauge a city's marketing and distribution value vis-à-vis others. This exercise is quite useful for persons setting up distribution centers or sales force strategies. Using econometric models which project fundamental economic dynamics within each region and city of influence, latent demand estimates are created for functional foods. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

In this report we define the sales of functional foods as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbot Laboratories, ADUNA, Aesthetic, Aggelakis SA, Alara Wholefoods, Alere,

Alimentos Sanygran S.L., AlpiPan S.R.L., Alpro, Alterial Les Recettes de Celiane, Alternis S?rl, Amazing Grass, Amazon.com, Amway, Andros Group, Annie's, Inc., Archer Daniels Midland (ADM), Arla Foods, Associated British Foods, Aston Foods and Food Ingredients, Atrium Innovations, Balsajo Black Garlic (UK), Ltd., Balviten Sp.z.o.o, BASF, Benecol Business, BetterBody Foods, Big Bear Group, Bioalimenta SRL, Bioferme Oy, Biogran, Biotrap, Biovegan GmbH, Bisco Misr, Blue Bottle Coffee, Bonvita B.V., Bo-Shin Flavors & Food Ingredients Ins, Botaniex, Bravo Europe, C. Hahne Muhlenwerke GmbH, Cargill, Centrale Danone, CFR Pharmaceuticals, Chameleon Cold-Brew, Chamtor SA, Changsha Gree Biotechnology Company, Ltd., Chicago Bar Company, LLC, Chr. Hansen, Cilag GmbH International, Coca-Cola Company, Creative Nature, Damhert Nutrition, Danone, De Halm, Devondale Murray Goulburn, Domretor, Dr Pepper Snapple Group, DuPont, E.I. Du Pont De Nemours, Eaststarch C.V, Facundo Blanco SA, Fitplein.nl B.V., FUNCTIONAL Foods, Inc., Galderma, Geneferm Biotechnology, General Mills, GFR Pharma, Gilro, Ltd., Glanbia, GlaxoSmithKline plc (GSK), Grass Advantage LLC (Amazing Grass), Green Island International TCM Group, Ltd., Groupe Danone, Halayeb, Hanmi Natural Nutrition Company, Ltd., HARKE GROUP, Healthy Foods Supplies, Ltd., Heinz, Herbalife, Hi-Food SPA, Hion, Ltd., IDEV Technologies, Ingredion, Insect Biotech, IREKS, Jentschura International GmbH, Kellogg Company, Kerry Group, KFSU, Kiantama, Kirin Holdings Company, Koninklijke DSM, Kreglinger Europe, Lanxess Aktiengesellschaft, LB Bulgaricum, Leader Foods, Lifefood Czech Republic s.r.o., Lifeplan, Ltd., Linwoods Health Foods, Loaf Of Nature, Lucy Bee, Lyckeby Starch, Mars, Mass Foods, Mattisson Healthcare, Medical, Megmilk snow brand Company, Meiji Group, Merric Pet Care, Natureal, Natures Aid, Naturya, Navitas Naturals, Nestle, Nestl?, Novotech Nutraceuticals, Nurture, Nutri-Nation, Nutrisens SaS, Nutrition Dynamics, Ocean Spray Cranberries, Of The Earth Superfoods, OptiMedica Corporation, Orgain, Organic Burst World SA, Origin Earth, Ltd., Orkla Group, OSKRI, Otsuka Pharmaceutical Company, PepsiCo, Pfizer Nutrition, Pharmacare EUROPE, Ltd., Primal Food, Ltd., Puratos, Quegen Biotech, Raisio Group, Rcl Foods, Red Bull, Ritmo INVESTIMENTOS, Royal FrieslandCampina, Sanitarium Health & Wellbeing Company, Sinorey Foods Company, Ltd., Specialty Commodities, Inc., St. Jude, STANDARD FUNCTIONAL FOOD GROUPS, Inc., Stonegate, Suntory, Super Foodies, Superfruit Scandinavia, SuperLife, Ltd., Tate & Lyle, Tendyne Holdings, Inc., The Coca-Cola Company, thinkThin, LLC, Toda Kogyo, Unilever, Valio, Veropharm, Vivatinell, Wal-Mart Stores, WhiteWave, WILD Flavours, Xi'an Aquar Technoplogy & Business Company, Ltd., Yakult Honsha Company, and Zingology, Ltd.. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they

are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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