

# China Functional Foods and Beverages Market Research Report 2016

<https://marketpublishers.com/r/C77FBDD3A38EN.html>

Date: November 2016

Pages: 111

Price: US\$ 3,200.00 (Single User License)

ID: C77FBDD3A38EN

## Abstracts

### Notes:

Sales, means the sales volume of Functional Foods and Beverages

Revenue, means the sales value of Functional Foods and Beverages

This report studies Functional Foods and Beverages in China market, focuses on the top players in China market, with capacity, production, price, revenue and market share for each manufacturer, covering

General Mills

Nestle

NBTY

Glanbia plc

Monster Beverage Corp

GNC Holdings

Red Bull

Kellogg

Amway

Herbalife

PepsiCo

Coca-Cola

Pharmavite

Lifeway Kefir

Rockstar Energy Drink

Split by product Type, with production, revenue, price, market share and growth rate of each type, can be divided into

Fortified Food

Functional Beverages

Dietary Supplements

Split by Application, this report focuses on consumption, market share and growth rate of Functional Foods and Beverages in each application, can be divided into

Energy/Sport Nutritional

Immune Support and Supplement

Digestive Health

Healthy Food or Snacking

Others

## Contents

### China Functional Foods and Beverages Market Research Report 2016

## **1 FUNCTIONAL FOODS AND BEVERAGES MARKET OVERVIEW**

### 1.1 Product Overview and Scope of Functional Foods and Beverages

### 1.2 Functional Foods and Beverages Segment by Type

#### 1.2.1 China Production Market Share of Functional Foods and Beverages Type in 2015

##### 1.2.12 Fortified Food

##### 1.2.13 Functional Beverages

##### 1.2.14 Dietary Supplements

### 1.3 Applications of Functional Foods and Beverages

#### 1.3.1 Functional Foods and Beverages Consumption Market Share by Application in 2015

##### 1.3.12 Energy/Sport Nutritional

##### 1.3.13 Immune Support and Supplement

##### 1.3.14 Digestive Health

##### 1.3.15 Healthy Food or Snacking

##### 1.3.16 Others

### 1.4 China Market Size (Value) of Functional Foods and Beverages (2011-2021)

### 1.5 China Functional Foods and Beverages Status and Outlook

### 1.6 Government Policies

## **2 CHINA FUNCTIONAL FOODS AND BEVERAGES MARKET COMPETITION BY MANUFACTURERS**

### 2.1 China Functional Foods and Beverages Capacity, Production and Share by Manufacturers (2015 and 2016)

### 2.2 China Functional Foods and Beverages Revenue and Share by Manufacturers (2015 and 2016)

### 2.3 China Functional Foods and Beverages Average Price by Manufacturers (2015 and 2016)

### 2.4 Manufacturers Functional Foods and Beverages Manufacturing Base Distribution, Sales Area, Product Type

### 2.5 Functional Foods and Beverages Market Competitive Situation and Trends

#### 2.5.1 Functional Foods and Beverages Market Concentration Rate

#### 2.5.2 Functional Foods and Beverages Market Share of Top 3 and Top 5

Manufacturers

### **3 CHINA FUNCTIONAL FOODS AND BEVERAGES MANUFACTURERS PROFILES/ANALYSIS**

#### **3.1 General Mills**

3.1.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.1.2 Functional Foods and Beverages Product Type, Application and Specification

3.1.2.1 Type I

3.1.2.2 Type II

3.1.3 General Mills Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.1.4 Main Business/Business Overview

#### **3.2 Nestle**

3.2.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.2.2 111 Product Type, Application and Specification

3.2.2.1 Type I

3.2.2.2 Type II

3.2.3 Nestle 111 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.2.4 Main Business/Business Overview

#### **3.3 NBTY**

3.3.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.3.2 116 Product Type, Application and Specification

3.3.2.1 Type I

3.3.2.2 Type II

3.3.3 NBTY 116 Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.3.4 Main Business/Business Overview

#### **3.4 Glanbia plc**

3.4.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.4.2 Sept Product Type, Application and Specification

3.4.2.1 Type I

3.4.2.2 Type II

3.4.3 Glanbia plc Sept Capacity, Production, Revenue, Price and Gross Margin (2015

and 2016)

3.4.4 Main Business/Business Overview

3.5 Monster Beverage Corp

3.5.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.5.2 Product Type, Application and Specification

3.5.2.1 Type I

3.5.2.2 Type II

3.5.3 Monster Beverage Corp Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.5.4 Main Business/Business Overview

3.6 GNC Holdings

3.6.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.6.2 Million USD Product Type, Application and Specification

3.6.2.1 Type I

3.6.2.2 Type II

3.6.3 GNC Holdings Million USD Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.6.4 Main Business/Business Overview

3.7 Red Bull

3.7.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.7.2 Food & Beverages Product Type, Application and Specification

3.7.2.1 Type I

3.7.2.2 Type II

3.7.3 Red Bull Food & Beverages Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.7.4 Main Business/Business Overview

3.8 Kellogg

3.8.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors

3.8.2 Product Type, Application and Specification

3.8.2.1 Type I

3.8.2.2 Type II

3.8.3 Kellogg Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)

3.8.4 Main Business/Business Overview

3.9 Amway

- 3.9.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
- 3.9.2 Product Type, Application and Specification
  - 3.9.2.1 Type I
  - 3.9.2.2 Type II
- 3.9.3 Amway Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
- 3.9.4 Main Business/Business Overview
- 3.10 Herbalife
  - 3.10.1 Company Basic Information, Manufacturing Base, Sales Area and Its Competitors
  - 3.10.2 Product Type, Application and Specification
    - 3.10.2.1 Type I
    - 3.10.2.2 Type II
  - 3.10.3 Herbalife Capacity, Production, Revenue, Price and Gross Margin (2015 and 2016)
  - 3.10.4 Main Business/Business Overview
- 3.11 PepsiCo
- 3.12 Coca-Cola
- 3.13 Pharmavite
- 3.14 Lifeway Kefir
- 3.15 Rockstar Energy Drink

#### **4 CHINA FUNCTIONAL FOODS AND BEVERAGES CAPACITY, PRODUCTION, REVENUE, CONSUMPTION, EXPORT AND IMPORT (2011-2016)**

- 4.1 China Functional Foods and Beverages Capacity, Production and Growth (2011-2016)
- 4.2 China Functional Foods and Beverages Revenue and Growth (2011-2016)
- 4.3 China Functional Foods and Beverages Production, Consumption, Export and Import (2011-2016)

#### **5 CHINA FUNCTIONAL FOODS AND BEVERAGES PRODUCTION, REVENUE (VALUE), PRICE TREND BY TYPE**

- 5.1 China Functional Foods and Beverages Production and Market Share by Type (2011-2016)
- 5.2 China Functional Foods and Beverages Revenue and Market Share by Type (2011-2016)

5.3 China Functional Foods and Beverages Price by Type (2011-2016)

5.4 China Functional Foods and Beverages Production Growth by Type (2011-2016)

## **6 CHINA FUNCTIONAL FOODS AND BEVERAGES MARKET ANALYSIS BY APPLICATION**

6.1 China Functional Foods and Beverages Consumption and Market Share by Application (2011-2016)

6.2 China Functional Foods and Beverages Consumption Growth Rate by Application (2011-2016)

6.3 Market Drivers and Opportunities

6.3.1 Potential Application

6.3.2 Emerging Markets/Countries

## **7 FUNCTIONAL FOODS AND BEVERAGES MANUFACTURING COST ANALYSIS**

7.1 Functional Foods and Beverages Key Raw Materials Analysis

7.1.1 Key Raw Materials

7.1.2 Price Trend of Key Raw Materials

7.1.3 Key Suppliers of Raw Materials

7.1.4 Market Concentration Rate of Raw Materials

7.2 Proportion of Manufacturing Cost Structure

7.2.1 Raw Materials

7.2.2 Labor Cost

7.2.3 Manufacturing Expenses

7.3 Manufacturing Process Analysis of Functional Foods and Beverages

## **8 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS**

8.1 Functional Foods and Beverages Industrial Chain Analysis

8.2 Upstream Raw Materials Sourcing

8.3 Raw Materials Sources of Functional Foods and Beverages Major Manufacturers in 2015

8.4 Downstream Buyers

## **9 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS**

9.1 Marketing Channel

9.1.1 Direct Marketing

- 9.1.2 Indirect Marketing
- 9.1.3 Marketing Channel Development Trend
- 9.2 Market Positioning
  - 9.2.1 Pricing Strategy
  - 9.2.2 Brand Strategy
  - 9.2.3 Target Client
- 9.3 Distributors/Traders List

## **10 MARKET EFFECT FACTORS ANALYSIS**

- 10.1 Technology Progress/Risk
  - 10.1.1 Substitutes Threat
  - 10.1.2 Technology Progress in Related Industry
- 10.2 Consumer Needs/Customer Preference Change
- 10.3 Economic/Political Environmental Change

## **11 CHINA FUNCTIONAL FOODS AND BEVERAGES MARKET FORECAST (2016-2021)**

- 11.1 China Functional Foods and Beverages Capacity, Production, Revenue Forecast (2016-2021)
- 11.2 China Functional Foods and Beverages Production, Import, Export and Consumption Forecast (2016-2021)
- 11.3 China Functional Foods and Beverages Production Forecast by Type (2016-2021)
- 11.4 China Functional Foods and Beverages Consumption Forecast by Application (2016-2021)
- 11.5 Functional Foods and Beverages Price Forecast (2016-2021)

## **12 RESEARCH FINDINGS AND CONCLUSION**

## **13 APPENDIX**

- Author List
- Disclosure Section
- Research Methodology
- Data Source
- China Disclaimer



## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Picture of Functional Foods and Beverages

Figure China Production Market Share of Functional Foods and Beverages by Type in 2015

Figure Product Picture of Fortified Food

Table Major Manufacturers of Fortified Food

Figure Product Picture of Functional Beverages

Table Major Manufacturers of Functional Beverages

Figure Product Picture of Dietary Supplements

Table Major Manufacturers of Dietary Supplements

Table Functional Foods and Beverages Consumption Market Share by Application in 2015

Figure Energy/Sport Nutritional Examples

Figure Immune Support and Supplement Examples

Figure Digestive Health Examples

Figure Healthy Food or Snacking Examples

Figure Others Examples

Figure China Functional Foods and Beverages Revenue (Million USD) and Growth Rate (2011-2021)

Table China Functional Foods and Beverages Capacity of Key Manufacturers (2015 and 2016)

Table China Functional Foods and Beverages Capacity Market Share of Key Manufacturers (2015 and 2016)

Figure China Functional Foods and Beverages Capacity of Key Manufacturers in 2015

Figure China Functional Foods and Beverages Capacity of Key Manufacturers in 2016

Table China Functional Foods and Beverages Production of Key Manufacturers (2015 and 2016)

Table China Functional Foods and Beverages Production Share by Manufacturers (2015 and 2016)

Figure 2015 Functional Foods and Beverages Production Share by Manufacturers

Figure 2016 Functional Foods and Beverages Production Share by Manufacturers

Table China Functional Foods and Beverages Revenue (Million USD) by Manufacturers (2015 and 2016)

Table China Functional Foods and Beverages Revenue Share by Manufacturers (2015 and 2016)

Table 2015 China Functional Foods and Beverages Revenue Share by Manufacturers

Table 2016 China Functional Foods and Beverages Revenue Share by Manufacturers

Table China Market Functional Foods and Beverages Average Price of Key Manufacturers (2015 and 2016)

Figure China Market Functional Foods and Beverages Average Price of Key Manufacturers in 2015

Table Manufacturers Functional Foods and Beverages Manufacturing Base Distribution and Sales Area

Table Manufacturers Functional Foods and Beverages Product Type

Figure Functional Foods and Beverages Market Share of Top 3 Manufacturers

Figure Functional Foods and Beverages Market Share of Top 5 Manufacturers

Table General Mills Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table General Mills Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure General Mills Functional Foods and Beverages Market Share (2011-2016)

Table Nestle Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Nestle Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Nestle Functional Foods and Beverages Market Share (2011-2016)

Table NBTY Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table NBTY Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure NBTY Functional Foods and Beverages Market Share (2011-2016)

Table Glanbia plc Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Glanbia plc Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Glanbia plc Functional Foods and Beverages Market Share (2011-2016)

Table Monster Beverage Corp Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Monster Beverage Corp Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Monster Beverage Corp Functional Foods and Beverages Market Share (2011-2016)

Table GNC Holdings Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table GNC Holdings Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure GNC Holdings Functional Foods and Beverages Market Share (2011-2016)

Table Red Bull Basic Information, Manufacturing Base, Sales Area and Its Competitors  
Table Red Bull Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Red Bull Functional Foods and Beverages Market Share (2011-2016)

Table Kellogg Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Kellogg Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Kellogg Functional Foods and Beverages Market Share (2011-2016)

Table Amway Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Amway Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Amway Functional Foods and Beverages Market Share (2011-2016)

Table Herbalife Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Herbalife Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Herbalife Functional Foods and Beverages Market Share (2011-2016)

Table PepsiCo Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table PepsiCo Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure PepsiCo Functional Foods and Beverages Market Share (2011-2016)

Table Coca-Cola Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Coca-Cola Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Coca-Cola Functional Foods and Beverages Market Share (2011-2016)

Table Pharmavite Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Pharmavite Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Pharmavite Functional Foods and Beverages Market Share (2011-2016)

Table Lifeway Kefir Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Lifeway Kefir Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Lifeway Kefir Functional Foods and Beverages Market Share (2011-2016)

Table Rockstar Energy Drink Basic Information, Manufacturing Base, Sales Area and Its Competitors

Table Rockstar Energy Drink Functional Foods and Beverages Capacity, Production, Revenue, Price and Gross Margin (2011-2016)

Figure Rockstar Energy Drink Functional Foods and Beverages Market Share (2011-2016)

Figure China Functional Foods and Beverages Capacity, Production and Growth (2011-2016)

Figure China Functional Foods and Beverages Revenue (Million USD) and Growth (2011-2016)

Table China Functional Foods and Beverages Production, Consumption, Export and Import (2011-2016)

Table China Functional Foods and Beverages Production by Type (2011-2016)

Table China Functional Foods and Beverages Production Share by Type (2011-2016)

Figure Production Market Share of Functional Foods and Beverages by Type (2011-2016)

Figure 2015 Production Market Share of Functional Foods and Beverages by Type

Table China Functional Foods and Beverages Revenue by Type (2011-2016)

Table China Functional Foods and Beverages Revenue Share by Type (2011-2016)

Figure Production Revenue Share of Functional Foods and Beverages by Type (2011-2016)

Figure 2015 Revenue Market Share of Functional Foods and Beverages by Type

Table China Functional Foods and Beverages Price by Type (2011-2016)

Figure China Functional Foods and Beverages Production Growth by Type (2011-2016)

Table China Functional Foods and Beverages Consumption by Application (2011-2016)

Table China Functional Foods and Beverages Consumption Market Share by Application (2011-2016)

Figure China Functional Foods and Beverages Consumption Market Share by Application in 2015

Table China Functional Foods and Beverages Consumption Growth Rate by Application (2011-2016)

Figure China Functional Foods and Beverages Consumption Growth Rate by Application (2011-2016)

Table Production Base and Market Concentration Rate of Raw Material

Figure Price Trend of Key Raw Materials

Table Key Suppliers of Raw Materials

Figure Manufacturing Cost Structure of Functional Foods and Beverages

Figure Manufacturing Process Analysis of Functional Foods and Beverages

Figure Functional Foods and Beverages Industrial Chain Analysis

Table Raw Materials Sources of Functional Foods and Beverages Major Manufacturers in 2015

Table Major Buyers of Functional Foods and Beverages

Table Distributors/Traders List

Figure China Functional Foods and Beverages Capacity, Production and Growth Rate Forecast (2016-2021)

Figure China Functional Foods and Beverages Revenue and Growth Rate Forecast (2016-2021)

Table China Functional Foods and Beverages Production, Import, Export and Consumption Forecast (2016-2021)

Table China Functional Foods and Beverages Production Forecast by Type (2016-2021)

Table China Functional Foods and Beverages Consumption Forecast by Application (2016-2021)

## I would like to order

Product name: China Functional Foods and Beverages Market Research Report 2016

Product link: <https://marketpublishers.com/r/C77FBDD3A38EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C77FBDD3A38EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970