

China Health Food Manufacturing Industry Overview, 2011-2020

<https://marketpublishers.com/r/CFAEB2C790AEN.html>

Date: July 2016

Pages: 30

Price: US\$ 1,800.00 (Single User License)

ID: CFAEB2C790AEN

Abstracts

Description

Health food refers to the food claimed to have certain health care functions or supplement vitamin and minerals. That is to say, the food is suitable for certain people to regulate the body instead of treating the disease without any acute, subacute or chronic harm to human body.

As a kind of food, health food has features in common with general food, which can be produced in the form of common food or tablet, capsule, etc. Its target clients can be divided into the following types by function. The first type includes patients with obesity, low immunity and those easy to feel fatigue. The second type consists of 'three high' (high blood pressure, hyperglycaemia and hyperlipidemia) crowds. The third type is made up of people with anemia, insomnia, indigestion, etc. The fourth type includes teenagers willing to improve the eyesight and memory as well as promote the growth. The fifth type refers to ladies pursuing for beauty.

Health food industry is a sunrise industry all over the world. With the development of economy and the increase of people's income, the health food market experiences a rapid growth. The consumption destinations expand from cities to rural areas with broader markets. Almost anyone of any ages can be the consumer of health food. The population of baby boomers in the 1960s is about to enter old age (above 60 years old). With intense health care consciousness of the old age, it forms a relatively large potential market. CRI estimates, in 2015, the market size of health food exceeded CNY 160 billion in China. It is expected to surpass CNY 300 billion in 2020, forecast by CRI.

Through this report, the readers can acquire the following information:

Definition and Classification of Health Food

Parameters and Assumptions

Market Competition of China Health Food Industry

Top 5 Enterprises in China Health Food Industry

Major Driving Forces and Development Opportunities of China Health Food Industry in the Future

Risks and Challenges Faced by the Development of China Health Food Industry

Analysis on Prices of Raw Materials in China Health Food Industry

Price Trend of China Health Food Industry

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