

Health and Wellness in China

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Report description:

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in China report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Health and Wellness market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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HW HOT DRINKS IN CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumer interest in fortified/functional hot drinks drives growth in 2022

Continued concern not only about COVID-19, but also other infectious diseases, means immune support leads health and wellness hot drinks

Interest in particular diets boosts interest in the keto claim within health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

The growing importance of hot drinks in providing health benefits to consumers

Natural likely to show significant promise in health and wellness hot drinks during the forecast period as illness prevention remains paramount

As more consumers seek to take care of their health, no allergens is set to show promise over the forecast period

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Rising demand for better for you soft drinks amongst health-conscious consumers leads to product development

No sugar holds first place within health and wellness soft drinks in 2022

High fibre records positive growth due to increased awareness of juice's health benefits

PROSPECTS AND OPPORTUNITIES

Demand for health and immunity set to drive growth for fortified/functional soft drinks

No sugar also likely to show promise in health and wellness soft drinks during the forecast period due to the "Three Reduce" policy

Brain health and memory set to rise, with gamers and older people two consumer groups with potential

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Due to concerns about health and weight, no fat records positive growth in 2022

PROSPECTS AND OPPORTUNITIES

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Probiotic accounts for the highest sales within health and wellness dairy products and alternatives as consumers seek to boost their immunity

Keto sees rising interest within health and wellness dairy products and alternatives, as more consumers turn away from a carb-heavy diet

PROSPECTS AND OPPORTUNITIES

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Low salt records sales rise due to the impact of "Three Reduce" and resultant health concerns

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No sugar leads sales in health and wellness staple foods, as "Three Reduce" raises awareness of dangers of overconsumption of sugar

Keto shows positive growth within health and wellness staple foods in 2022 as more consumers follow a specific ketogenic diet

PROSPECTS AND OPPORTUNITIES

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Clean label will continue to rise in staple foods

Vegetarian staple foods to show growth in health and wellness staple foods, as these are consumed by a wider group than just vegetarians

Good source of omega 3s expected to record a rise in sales as consumers look to improve their general health

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