

Health Food Market in China: Key Research Findings 2011

◆ **Research Outline**

Yano Research Institute has conducted a study on health food market in China with the following conditions:

1. Research period: From January to September, 2011
2. Research target: Companies in health food related business, Insurance Association of China, related government sections; namely National Bureau of Statistics of China
3. Research methodologies: Face-to-face interviews, survey via telephone/email by the specialized researchers and literature research

What is health food market in China?

Health foods in China in this research indicate those licensed foods with a certain effects for healthfulness, or those that people can intake vitamins and minerals.

◆ **Key Findings**

- **Size of health food market in China rose to a hundred billion Yuan, 111.1% of the previous year in 2010**

The health food market in China is now in a progressive stage after active acceptance of foreign brands that entered into various Chinese markets when China became the member of WTO in the latter half of 1990s. Enacting of laws and regulations by the government in the last decade has also contributed in the market development. In 2010, the market reached a hundred billion Yuan, 111.1 % of the previous year.

- **Annual growth rate of the market is expected to be 17% from 2010 to 2015 in average**

The robust growth of Chinese economy is supporting the rise of disposable income and interest for health among Chinese people. Therefore, the estimated growth rate of the market from 2010 to 2015 is expected to be 17% in annual average.

◆ **Report format**

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Price: 157,500 yen (7,500 yen of consumption tax shall be charged for the sales in Japan.)

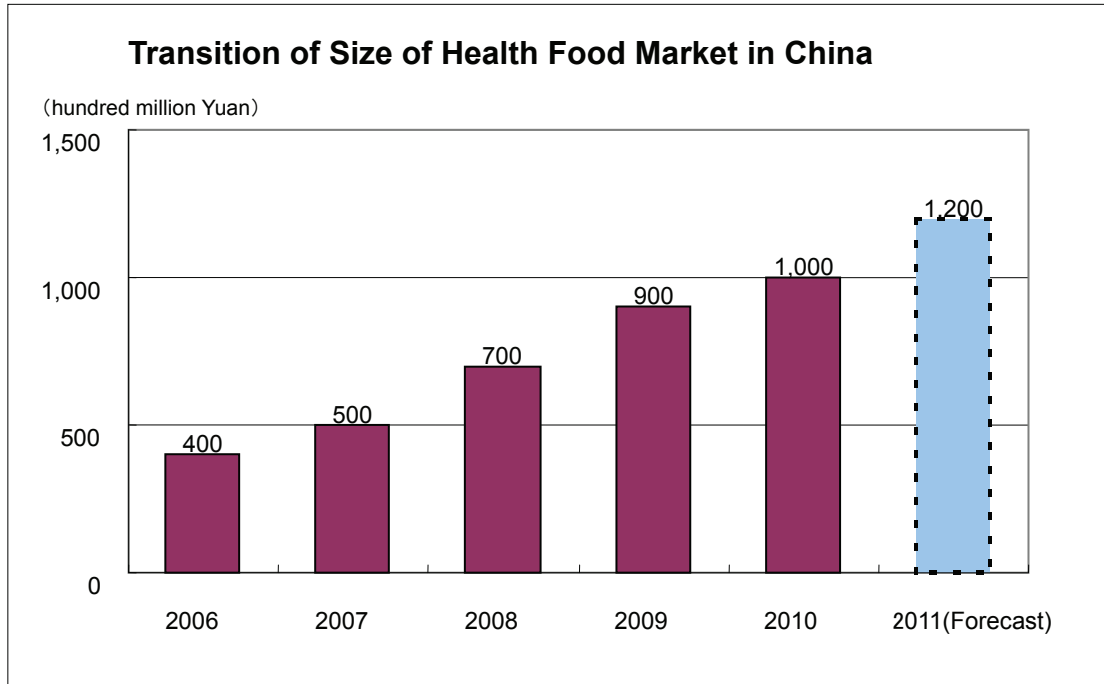
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■ **Figure 1: Transition and Forecast on Size of Health Food Market in China**



Notes: The figures are based on shipment amount