



## Overview of Health Food and Dietary Supplement Markets

China is one of the fastest growing health food markets in the world. With rapid economic growth and continued improvement of its peoples' livelihoods, the demand for health food from China's 1.3 billion people has expanded tremendously over the last 20 years. Although China does not maintain official statistics, industry professionals estimate that China's consumption of health foods, which totaled \$4.4 billion in 2003, reached an estimated \$13 billion in 2009, growing at a compound annual growth rate of 18-25% during the period. Given China's current annual per capita consumption of health foods is approximately \$10—which is far below that of many western countries—experts believe that China's health food industry should continue to enjoy an annual growth of 20-30% for the foreseeable future. By 2010, China's annual sales of health foods should reach \$15 -19 billion. Such a fast expanding market presents sales opportunities for overseas suppliers that provide health foods that boost immune systems, fight aging, lower blood pressure and glucose levels, cleanse bowels, promote digestion, reduce weight, promote bone density, etc.

## Market Access Issues

- Health foods can be sold in China either as functional foods or general foods. Functional foods may make health benefit claims on the label, while general foods may not.
- Functional foods have to be registered with the China State Food and Drug Administration (SFDA) before being sold in the Chinese market.
- To date, China has defined 27 functions for health foods. Registered foods can only claim these functions.
- Functional foods have to go through animal and/or human tests before registration. Such tests are performed to verify the safety, functionality, stability, and hygiene of the products.
- Functional foods registered in China must be produced in a GMP-certified facility.
- Dietary Supplements must comply with the China Food Safety Law — effective June 1, 2009.



## South China Snapshot:

### Health Foods and Dietary Supplements

#### Major Upcoming Trade Shows:

Natural Products Expo, Asia  
August 25-27, 2011, Hong Kong  
[www.naturalproductsasia.com](http://www.naturalproductsasia.com)

China InterHealth Exhibition  
September 2011, Beijing  
[www.inter-health.com.cn](http://www.inter-health.com.cn)

#### Industry Resources and Contact:

China State Food and Drug Administration  
[www.sfda.gov.cn](http://www.sfda.gov.cn)

China Healthcare Association  
[www.chc.org.cn](http://www.chc.org.cn)

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