



Health and Wellness in China

October 2024

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Health and Wellness in China

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

HW Hot Drinks in China

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer interest in fortified/functional hot drinks drives growth for good source of vitamins and minerals in 2023
No sugar leads health and wellness hot drinks as consumers look to manage their weight and improve their health
Interest in particular diets boosts interest in the vegetarian claim within health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Consumers will increasingly look for hot drinks to provide health benefits
Natural likely to show significant promise in health and wellness hot drinks during the forecast period as preventing illness remains paramount
As more consumers seek to maintain good health, high protein is likely to show promise over the forecast period

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2023 DEVELOPMENTS

Energy boosting leads health and wellness soft drinks in 2023, with products targeting different consumer groups
No sugar maintains growth from an already high base in health and wellness soft drinks in 2023
Demand for benefits beyond hydration drives growth for good source of minerals soft drinks

PROSPECTS AND OPPORTUNITIES

No sugar also likely to show promise in health and wellness soft drinks during the forecast period due to the “Three Reduce” policy
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Good source of vitamins snacks performs well as consumers seek fortified foods to improve their metabolism

Due to concerns about the link between weight and health, weight management records growth in 2023

PROSPECTS AND OPPORTUNITIES

Low fat and no fat set to increase in significance within health and wellness snacks as health concerns rise

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Organic remains popular, as consumers value products they perceive as “clean” and “pure”

Vegan and plant-based account for rising sales, as consumers seek to improve their health, the environment, and animal welfare

PROSPECTS AND OPPORTUNITIES

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High fibre sees strong growth as consumers aim to boost their metabolism

PROSPECTS AND OPPORTUNITIES

Clean label will be one to watch, as Chinese consumers' awareness of health and food safety rises, new launches are seen, and regulations are set to tighten

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PROSPECTS AND OPPORTUNITIES

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