



# **China Nutrition & Health Food: An Overview of Latest Policy and Impact for Overseas**

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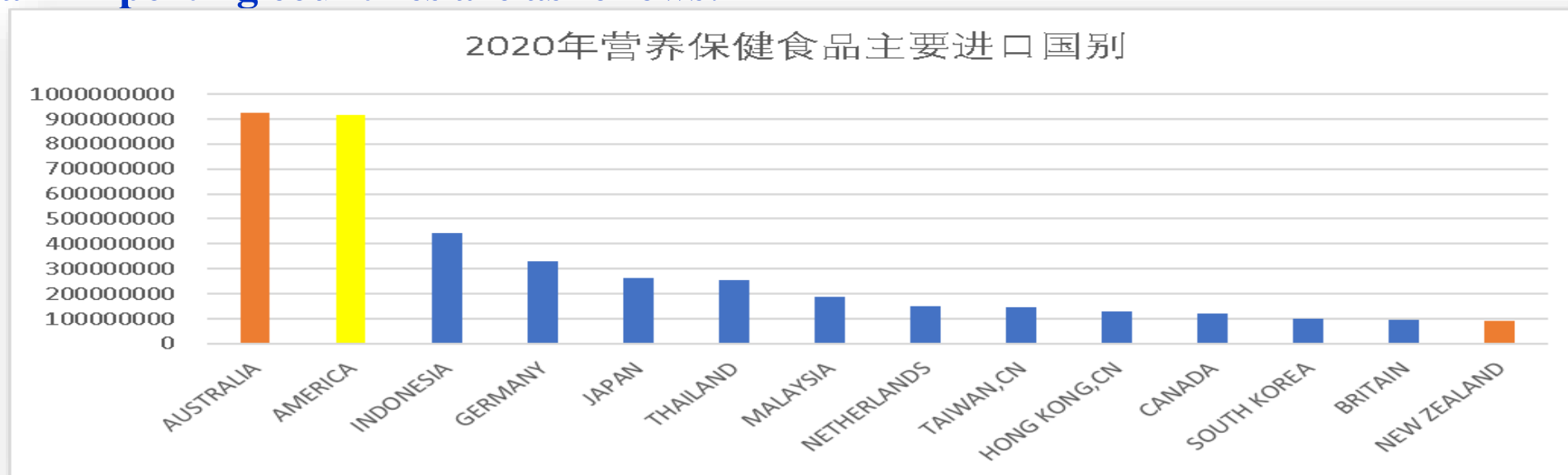
**CCCMHPIE**



# Data of Imported Nutrition and Health Food of China

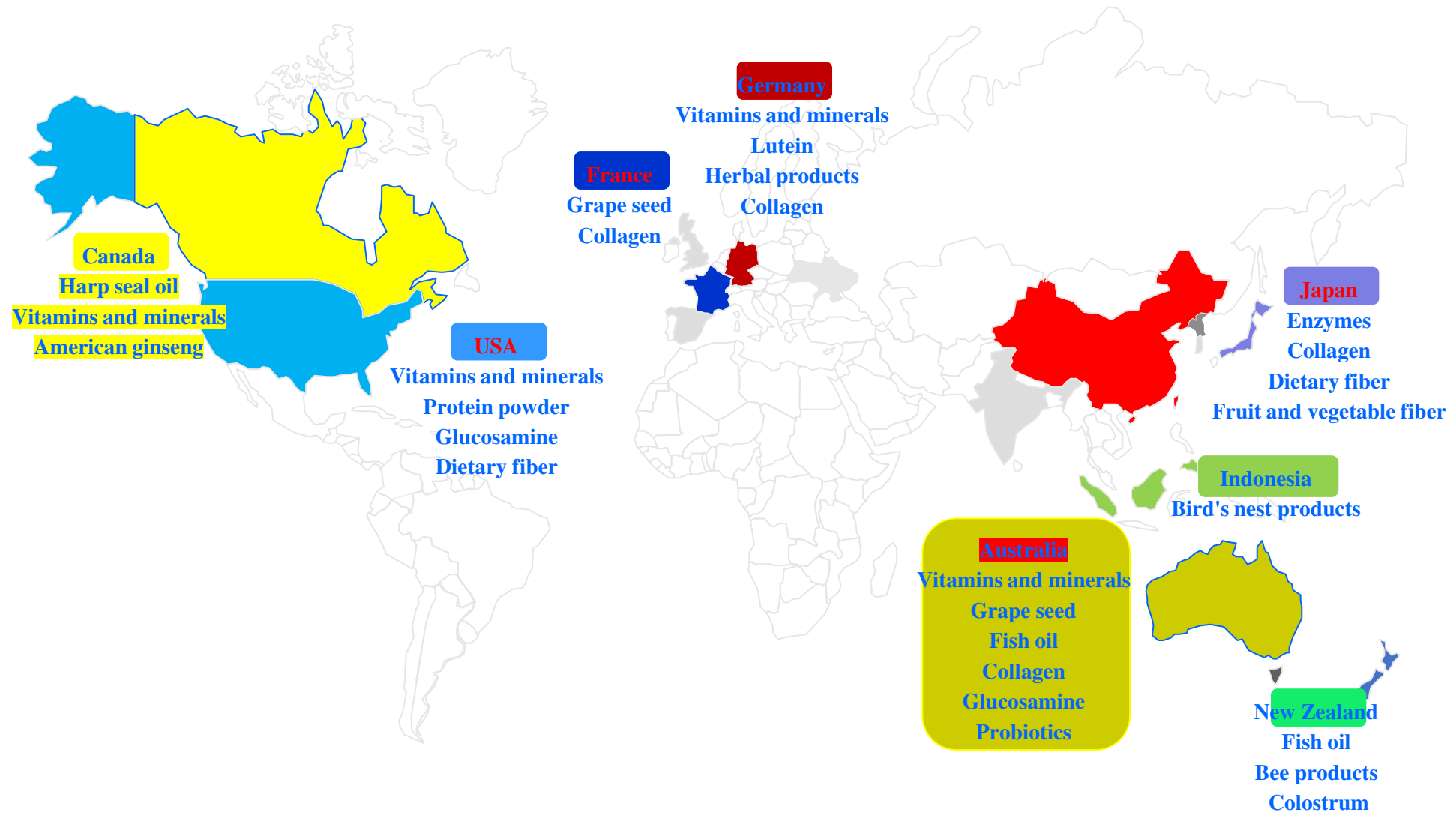
According to statistics from CCCMHPIE, China imported **USD 4.81 billion** of nutrition and health food in 2020, up **23.9%** year-on-year, of which USD 90.45 million was from New Zealand, up 21.56% year-on-year (USD 67.08 million of imported honey excluded). (Preliminary statistics on the above data were made in accordance with the 8-digit HS code, containing some raw materials).

The main importing countries are as follows:



# Chart of Main Imported Products

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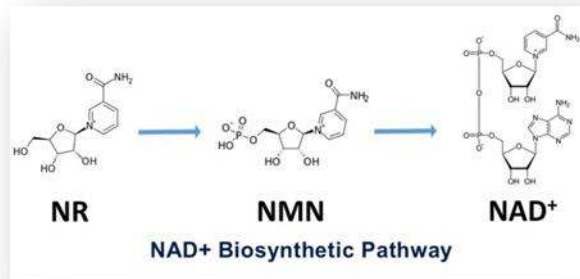


# Hot Imported Products

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\$\$\$ Such products as **Probiotics**, **Vitamins**, **NMN**, bird's nest and **Q10** are popular

\$\$\$ **Functions:** Immunity Improvement, Anti-aging, Beautifying, Sport, Energy & Weight Management, Eye Health, Sleep and Emotion Management.



# Reasons for the rapid growth of imports

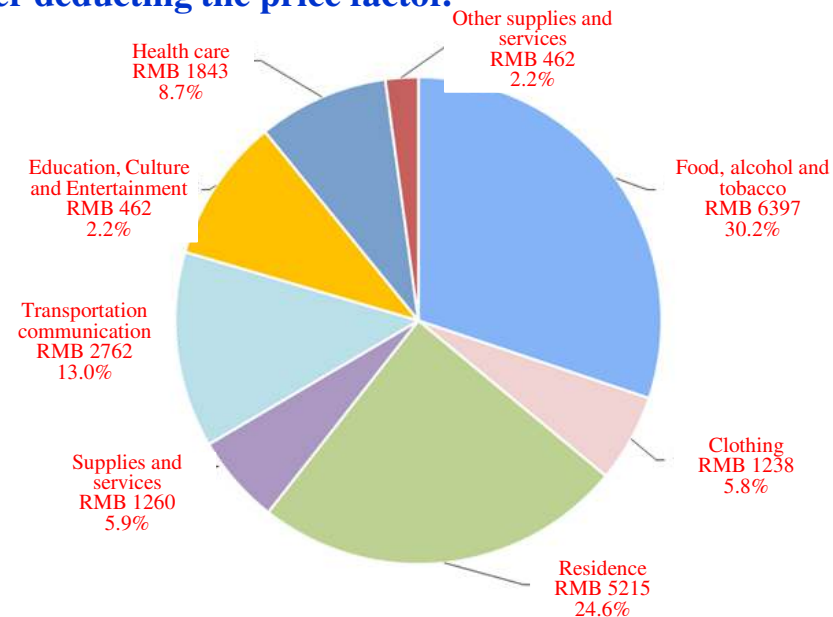
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- 😊 **Market environment:** The economy is running well as the COVID-19 pandemic is well contained;
- 😊 **Cognition for consumption:** The outbreak of the pandemic makes people realize the importance of health and as a result, spurs the consumption of health products;
- 😊 **Channel change:** The pandemic has exerted a great impact on *Overseas Online Shopping* and *Daigou*, and as a result, consumers with needs begin to turn to standardized channels;
- 😊 **Policies:** Adjustment of promotion policy and access policy for imported consumer goods, and implementation of cross-border e-commerce policy;
- 😊 **Other reasons**

# 🇨🇳 Market environment: Macroeconomic Data in China

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In 2020, the GDP of China hit RMB 101.6 trillion (USD 15.6 trillion), a rise of 2.3% over the previous year at comparable prices. The total volume of retail sales of social consumer goods stood at RMB 3.92 billion (USD 6.0 trillion), down 3.9% over the previous year. The annual online retail sales totaled RMB 11.76 trillion, of which the online retail sales of physical goods reached RMB 9.76 trillion (USD 1.5 trillion), an increase of 14.8%, accounting for 24.9% of the total volume of retail sales of social consumer goods. Among physical goods, the online retail sales of food, clothing and daily necessities grew by 30.6%, 5.8% and 16.2% respectively. The per capita consumption expenditure of the national residents ended at RMB 21,210, down 1.6% in nominal terms over the previous year, a real decrease of 4.0% after deducting the price factor.



-National Bureau of Statistics

# ② Cognition for consumption: Health Education

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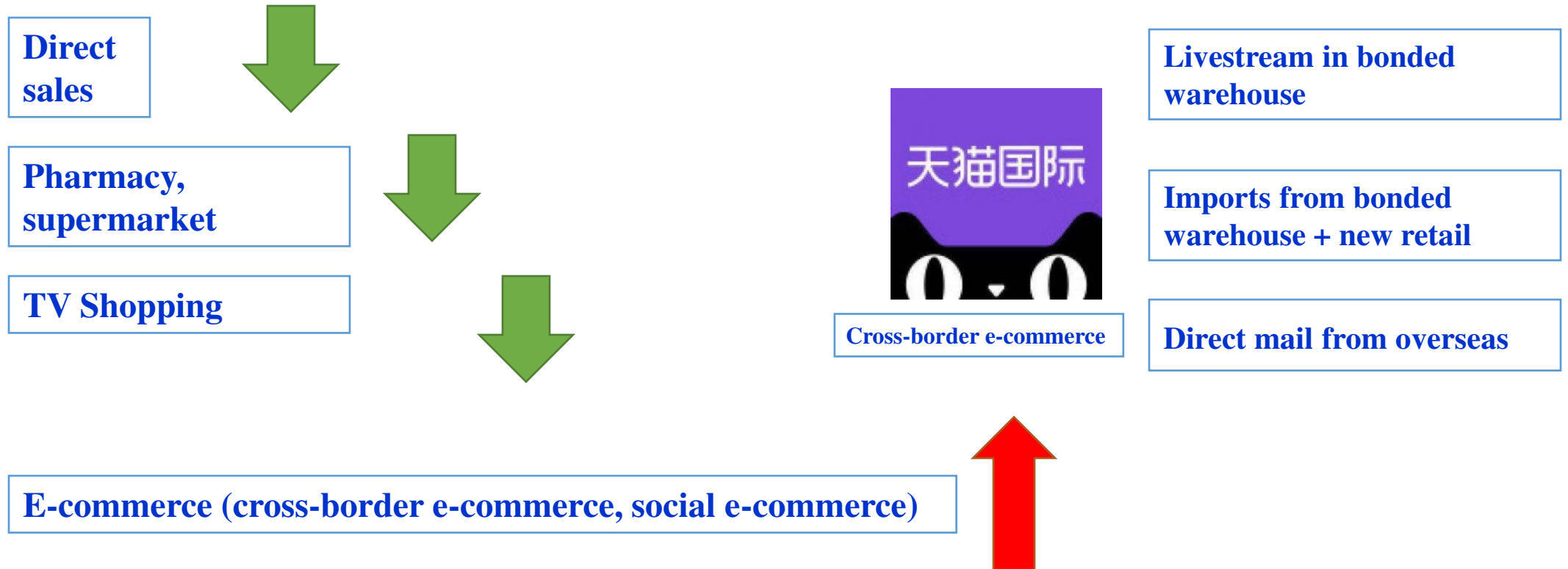
**Academician Li Lanjuan:  
Take a supplement of probiotics to  
regulate intestinal microecology and  
enhance immunity!**

## *Advice from Diet and Nutrition Experts on Prevention and Treatment of Novel Coronavirus Infection*

- (1) Take in more high-protein foods every day than the amount on a daily basis;
- (2) Take in more fresh vegetables and fruits every day than the amount on a daily basis;
- (3) Drink more water properly, and take in an increased variety of foods;
- (4) During the response to the pandemic, take a proper supplement of vitamins and minerals, proteins, deep sea fish oil and other immune-enhancing health foods\* (especially for the middle-aged and elderly over 40 years old)

# Channel change

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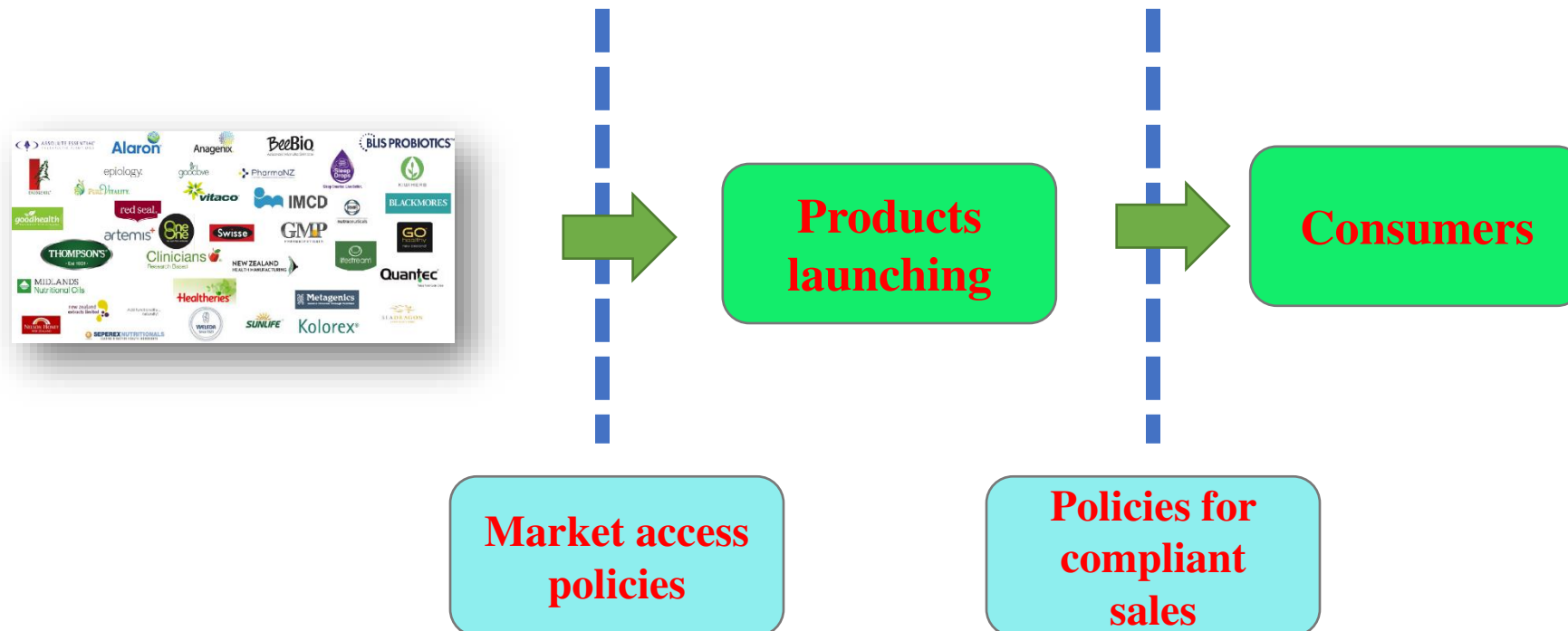
# Policies

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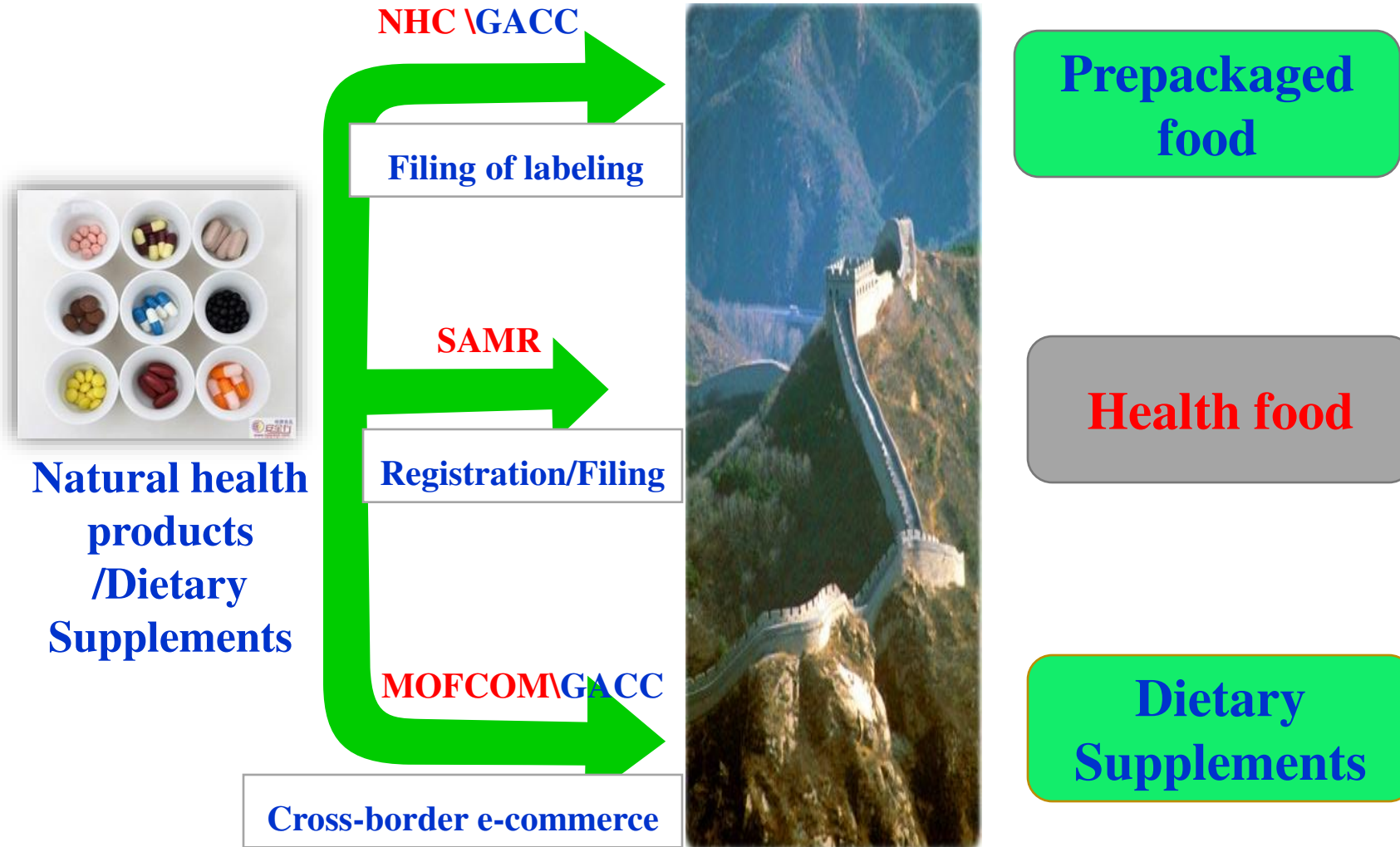
## Macro policies:

Policy to stimulate consumption, Healthy China 2030, and the Fourteenth Five-Year Plan, etc.

Products supply: Policies for each section of the supply chain



# Pathway of market entry



# Pathway of market entry-Prepackaged food

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- Measures Adopted by the National Health Commission and State Administration for Market Regulation in 2020
- (I) Measures for new food raw materials
- Acceptance of applications for 10 kinds of new food raw materials (including 1 imported product, Tongkat Ali P.E)
- Issuance of two announcements (No.4 and No.10 in 2020), involving 7 new food raw materials
- Release the opinion on review termination for 7 substances
- Publishing the draft for comments on 7 new food raw materials
- (II) National standards for food safety
- Issuance of 42 new national standards for food safety (Announcement No.7 in 2020)
- *National Standards for Food Safety Hygienic Standards for Food Cold Chain Logistics and Quality Specifications for Ten Food Nutritive Fortifiers*
- (<https://sppt.cfsa.net.cn:8086/db>)

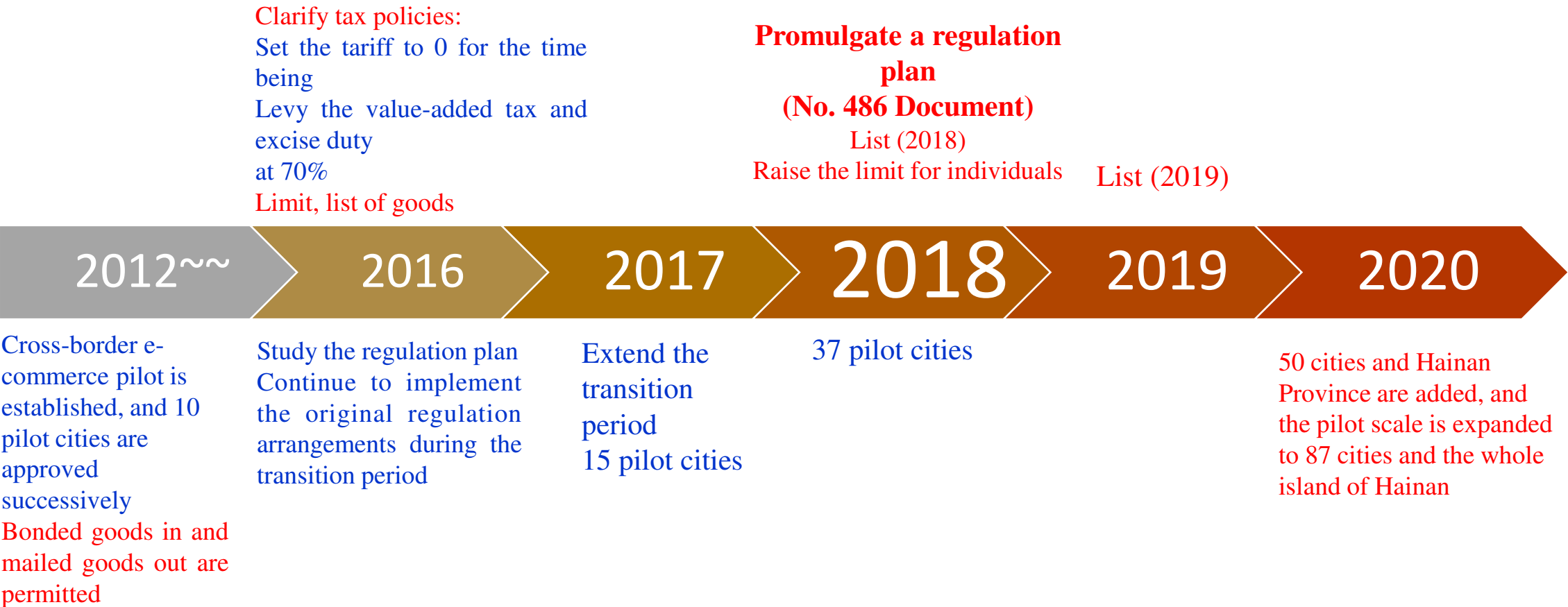
# Pathway of market entry-Health food

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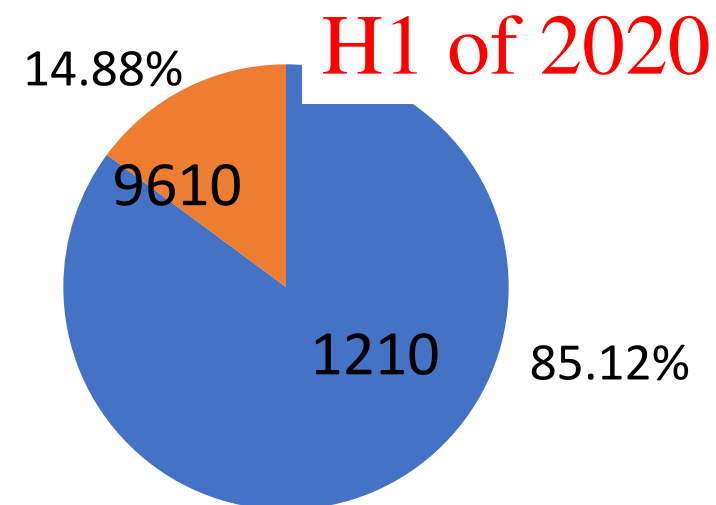
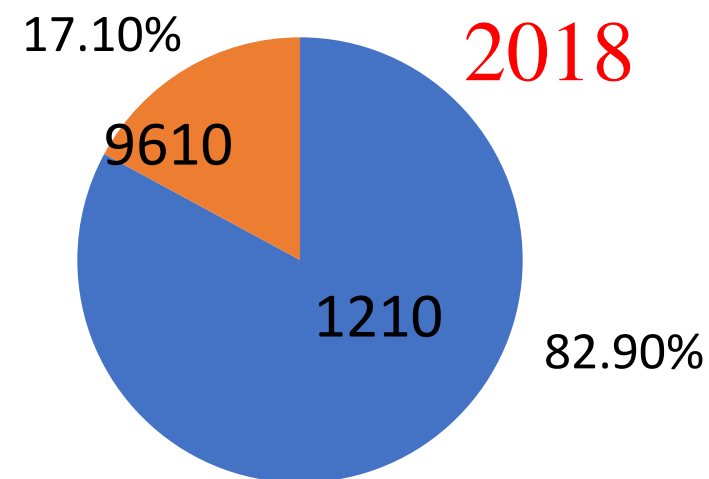
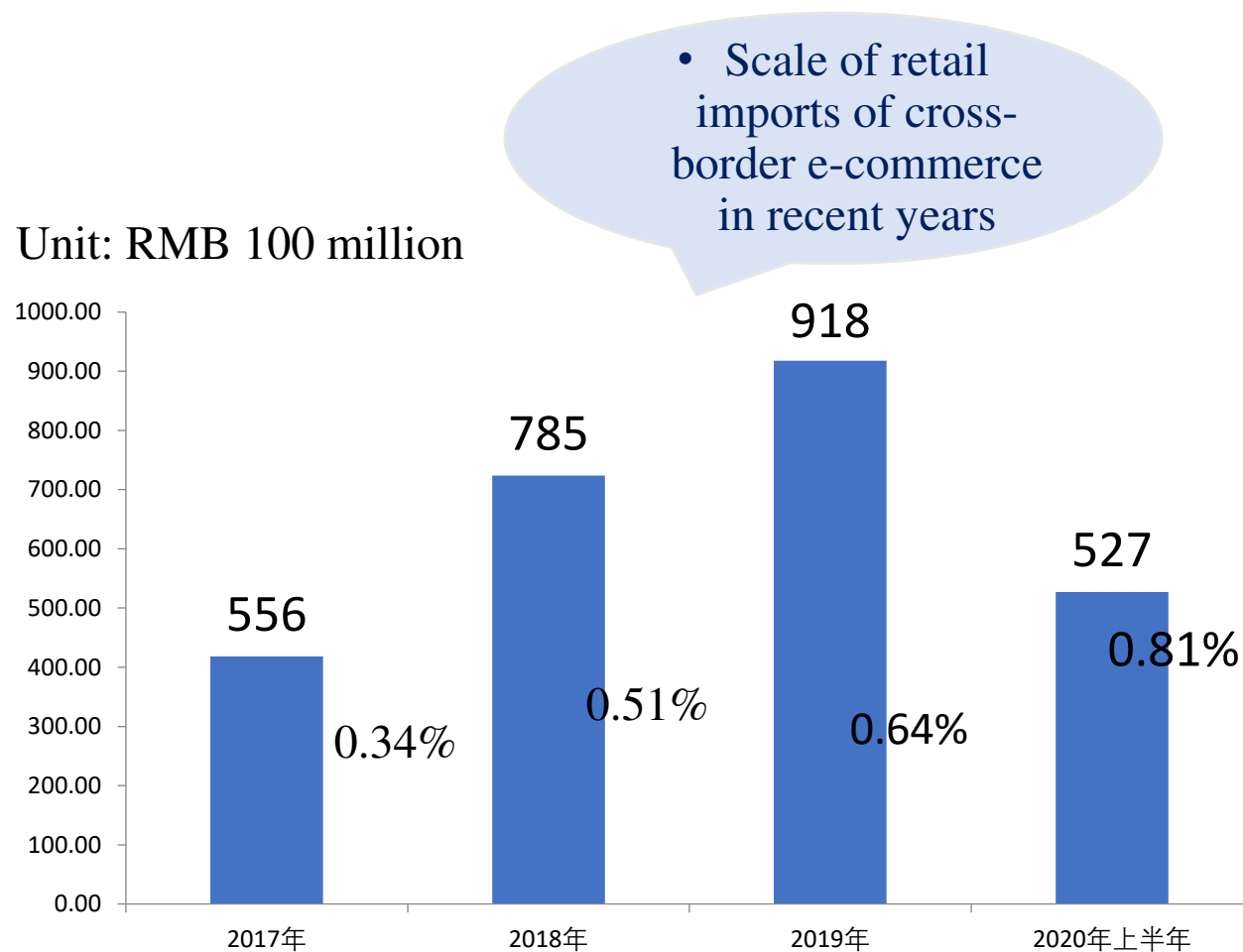
- Measures Adopted by the State Administration for Market Regulation in 2020
- Issuance of a total of 8 announcements, involving the catalogue of filing products, technical requirements, site verification, etc. (For details, please visit <http://www.samr.gov.cn/tssps/tzgg/>)
- Specifically,
- Announcement on Publishing the Catalogue of Five Health Food Raw Materials Including Coenzyme Q10 (No.54 in 2020)
- Announcement on Issuing the *Dosage Forms and Technical Requirements for Filing Products of Five Health Food Raw Materials Including Coenzyme Q10* (No.4 in 2021)
- *-Interpretation of Dosage Forms and Technical Requirements for Filing Products of Five Health Food Raw Materials Including Coenzyme Q10 on February 1, 2021*
- V. Scope of products to be filed for five raw materials including coenzyme Q10
- Filing for five raw materials, including Coenzyme Q10, is only applicable to domestic health foods, health foods imported for the first time excluded.
- [-http://gkml.samr.gov.cn/nsjg/xwxc/202102/t20210201\\_325755.html](http://gkml.samr.gov.cn/nsjg/xwxc/202102/t20210201_325755.html)

# Pathway of market entry-**Dietary Supplements (cross-border e-commerce)**

## Evolution of Import Policies for Cross-border E-commerce Retail-Top Priority to Development before Gradual Standardization



# Development Scale of Retail Imports of Cross-border E-commerce



# Pathway of market entry



# Sales management

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- Regulation of enterprises:
  - Market regulation of advertising, sales modes and NMN products
- Regulation of sales platform:
  - Platform liabilities, anti-monopoly administration, etc.



# Future Opportunities

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- **Implementation of RCEP, etc. in support of opening policies**
- **Promotion of the supply-side reform**
- **Steady consumption upgrading**
- **Advancement of Healthy China 2030**

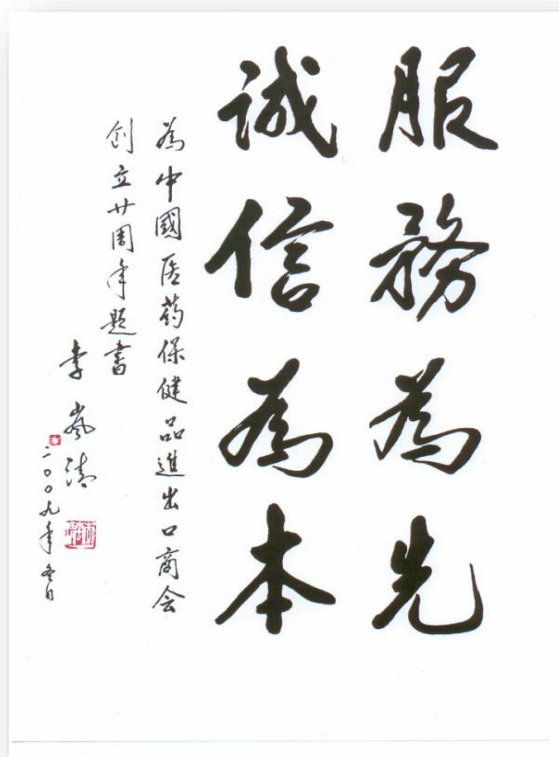
**Tremendous healthy consumption market**  
**Rising consumption power of the younger generation**  
**Cognition for brand products and high-quality products**  
**Emergence of new sales model**  
**Shortage of new products**

# China Chamber of Commerce for Import & Export of Medicines & Health Products

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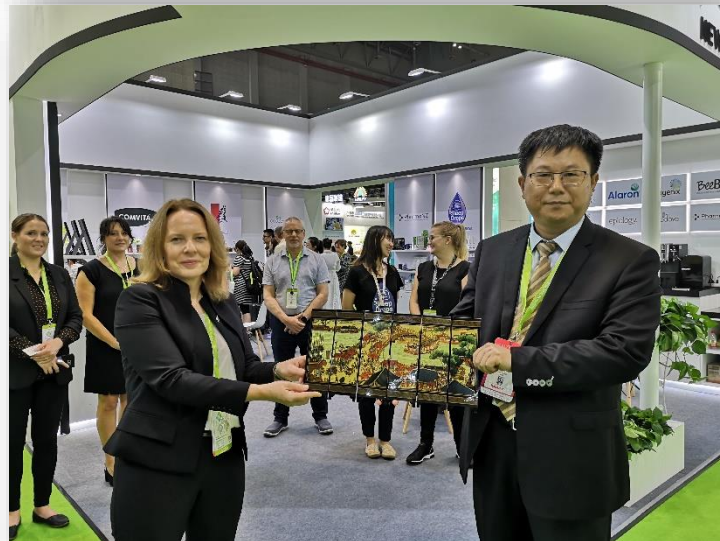


- ❖ Established in 1989
- ❖ Over 2,800 core member enterprises



# Professional Committee of Dietary Supplements

**-Build industry consensus, promote its development**







# Healthplex Expo 2021

23-25 June 2021 NECC, Shanghai, China

<https://www.hncexpo.com/en/>





***Thanks !***

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