

## Trends in Health and Wellness - China - August 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Chinese people take a holistic and balanced approach to managing wellness with mental health and good eating habits being the top priorities. Western eating concepts still play a limited role, while exercising regularly is being recognised as an essential part of healthy lifestyle.”

– Alina Ma, Senior Research Analyst

### This report looks at the following areas:

- Evolving concept of fitness
- Working out 24/7
- Conveying product “naturalness” through story telling
- Stepping up in the game of trust
- Big differences between Western and Chinese eating concepts

To stay in good health, short-term quick fixes to combat illness are not enough for Chinese people. They are striving to feel healthy every day, in terms of mental and emotional wellness, eating right and exercising regularly. They have stronger demand for products and services that enable them to uplift their mood, relax and feel in control. Since food safety and environmental quality (eg water and air) remain the most alarming issues, Chinese consumers will choose safety-driven functions over added-value benefits. Consumers’ ultimate desire for naturalness encourages brands to communicate pure, untouched provenance through packaging and advertisements. An eco-friendly image and humanised behaviours that can be interpreted as truly caring can bring in consumer trust and loyalty. The essential differences between Western and Chinese dietary approaches are forcing brands in China to adapt to traditional medicine mind-set and localise their claims. Working out is the new necessity and brands that can make exercising easier, engaging and entertaining to consumers will form a stronger connection.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Trends in Health and Wellness - China - August 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Covered in this Report

### Executive Summary

The market

Great potential in organic, all natural products and 'reduced' claims

Categories closely associated with health-related claims

The consumer

New health product opportunities in eating and exercising areas

Figure 1: Rating of lifestyle aspects in terms of healthiness, January 2016

Role of positive attitude, relaxation and control in a healthy lifestyle

Figure 2: Important factors for achieving a healthy lifestyle, January 2016

Figure 3: Barriers to achieving a healthy lifestyle, January 2016

Safety beats added-value

Figure 4: Important factors to achieving a healthy diet, January 2016

Eating well is critical to health improvement, while high earners are looking for more

Figure 5: Trends in spending on health-related products and services, January 2016

Health-conscious consumers

Figure 6: Consumer segmentation based on their attitude towards health, January 2016

Figure 7: Consumer attitudes towards health

What we think

### Issues and Insights

Evolving concept of fitness

The facts

The implications

Working out 24/7

The facts

The implications

Conveying product "naturalness" through story telling

The facts

The implications

Figure 8: Product example of Nongfu Spring natural mineral water

Figure 9: Product example of packaging communicating product origins

Stepping up in the game of trust

The facts

The implications

Big differences between Western and Chinese eating concepts

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Trends in Health and Wellness - China - August 2016

**Report Price:** £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The facts

The implications

## The Market – Health-related Claims in Food and Drink Categories

### Organic and all natural products showing great potential

Figure 10: Top 15 health-related claims used in the global food and drink market, 2013-15

Figure 11: Selected top health-related claims used in the global food and drink market, 2013-16 June

Figure 12: Top 15 health-related claims used in Asia Pacific food and drink market, 2013-15

Figure 13: Selected top health-related claims used in Asia Pacific food and drink market, 2013-16 June

Figure 14: Top 15 health-related claims used in Chinese food and drink market, from 2013-15

Figure 15: Selected top health-related claims used in Chinese food and drink market, 2013-16 June

### Influence of health-related claims on categories

Figure 16: Top 10 categories seeing the most launches of products with health-related claims in the global market, from 2013-15

Figure 17: Top 10 categories seeing the most launches of products with health-related claims in Asia Pacific market, from 2013-15

Figure 18: Top 10 categories seeing the most launches of products with health-related claims in China, from 2013-15

## The Consumer – What You Need to Know

Singles feel the least healthy

Healthy lifestyles rely on optimism to combat stress and helplessness

Traditional dietary habits and 'reduced claims' are the norm

Health market is dynamic with four types of consumers

## Self-evaluation of Healthiness

### Mental aspects perceived healthier

Figure 19: Rating of lifestyle aspects in terms of healthiness, January 2016

### New health product opportunities in eating and exercising areas

Figure 20: Product example of Go Player

Figure 21: Rating of different lifestyle aspects as very or somewhat healthy, by gender, January 2016

### Tier two cities most stressed

Figure 22: Percentage of respondents who rate different lifestyle aspects as very healthy, by city, January 2016

### Big opportunity in singles

Figure 23: Product examples of "meal for one"

## Healthy Lifestyle – Features and Barriers

### Demand for positivity in life

Figure 24: Important factors for achieving a healthy lifestyle, January 2016

### Need more protection than basics

Figure 25: Barriers to achieving a healthy lifestyle, January 2016

Figure 26: Percentage of new food and drinks launches with natural claims in China, 2011-15

Figure 27: Product examples of pollution-free products

### New ways of interpreting relaxation

Feeling of being in control, the new emotional benefit for health products

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Trends in Health and Wellness - China - August 2016

**Report Price:** £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Work performance enhancement targeting younger males

Figure 28: Factors helping and preventing a healthy lifestyle, by gender, January 2016

Figure 29: Product examples of work performance enhancement

## Life enrichment appealing to 25-29 females

Figure 30: Product examples of household care products with fragrance

## Healthy Diet

### Organic food becomes a top-seeking safety guarantee

Figure 31: Important factors to achieving a healthy diet, January 2016

Figure 32: Percentage of new food and drinks launches with environmentally friendly claims in China, 2011-2015

### Less is more

Figure 33: Product examples of healthier snacks

### Western healthy diet concepts still have limited appeal yet

Figure 34: Selected factors contributing to a healthy diet, by monthly personal income, January 2016

### Healthy diet concepts work differently between men and women

Figure 35: Selected important factors to a healthy diet, by gender, January 2016

### Vegetarian food requiring an image uplift

Figure 36: Importance of vegetarian food to a healthy diet, by monthly personal income, January 2016

## Spending on Health Products and Activities

### Biggest spending increase in healthy food and drinks

Figure 37: Trends in spending on health-related products and services, January 2016

### Healthy lifestyle is beyond just eating well for high earners

Figure 38: Comparison of consumers with high and low monthly personal incomes in terms of spending more on health products and activities, by category, January 2016

### Healthy drinks, the next big hit?

### Beauty food on the rise among females

Figure 39: Top 10 fruit ingredients in food and drinks with beauty benefits in China, from 2013-16

Figure 40: Top 10 fruit ingredients in food and drinks with beauty benefits in global market, from 2013-16

Figure 41: Product examples with unique fruits and fruit combination inside

Figure 42: Product examples with niche beautification ingredients

Figure 43: Product examples with extracted collagen

### Spending trends across cities

Figure 44: Comparison of selected health products and activities respondents spend more on between tier one cities and tier three cities, January 2016

## Consumer Segmentation

### Four types of consumers

Figure 45: Selected attitudes towards health, by consumer segment, January 2016

Figure 46: Consumer segmentation based on their attitude towards health, January 2016

### Active changers: Strictly following every popular health trends

Figure 47: Selected important factors for active changers achieving a healthy lifestyle, by consumer segment, January 2016

Figure 48: Selected barriers for active changers achieving a healthy lifestyle, by consumer segment, January 2016

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Trends in Health and Wellness - China - August 2016

Report Price: £2463.80 | \$3990.00 | €3129.79

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 49: Selected important factors for active changers achieving a healthy diet, by consumer segment, January 2016

Passive adopters: Taking care of their health in a laid-back approach

Good-feeling seekers: Feeling good matters more than looking good

Figure 50: Selected important factors for good-feeling seekers achieving a healthy lifestyle, by consumer segment, January 2016

Figure 51: Selected barriers for good-feeling seekers achieving a healthy lifestyle, by consumer segment, January 2016

Myself believers: Knowing what's the best for my body

## Meet the Mintropolitans

Mindful of their health

Figure 52: Selected important factors for a healthy lifestyle, by consumer classification, January 2016

Money contributes less than experiences

Figure 53: Selected important factors for a healthy lifestyle, by consumer classification, January 2016

Exciting product features

Figure 54: Selected important factors to achieving a healthy diet, by consumer classification, January 2016

Growing health market

Figure 55: Percentage of Mintropolitan and Non-MinTs across four consumer segments, by consumer classification, January 2016

## Appendix – Methodology and Abbreviations

Methodology

Abbreviations

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)