

# Nutrition for Pregnancy - China - October 2019

Report Price: £3695 | \$4995 | €4400

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

## This report looks at the following areas:

- Integrating pregnancy health supplements into daily diet is a possible future development path
- Authority and professionalism are key factors to gain consumer trust
- Better category development lies in cooperation with channels



"The pregnancy nutrition market is promising. The concept of a more balanced and scientific approach to nutritional intake has provided the foundation for segment growth. Cultivating consumers' trust in brands is critical, as it could contribute to building brand stickiness. Channel integration provides consumers with better user experience and helps boost offline sales."

- Zhenni Wu, Research

Analyst

Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

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

## Table of Contents

### OVERVIEW

- What you need to know
- Covered in this Report

### EXECUTIVE SUMMARY

- The market
- The overall maternal milk powder market is small
- No clear boundaries for pregnancy health supplement brands
- Going social on trend for vertical websites
- Offline channels look for transition direction
- Companies and brands
- Pregnancy milk powder brands focus on improving formulation

Figure 1: illumcare (启韵), Wyeth, China

- Infant milk powder companies and dairy enterprises expand into nutrition for pregnancy
- Companies expand their market through acquisitions
- Regulations provide favourable conditions for foreign brands to enter the Chinese market
- The consumer
- Consumers are conservative and heavily reliant on traditional approaches

Figure 2: Actions taken before/during/after pregnancy, May 2019

- Demand for nutrients varies depending on trimester
- Improving immune system is perceived as the most important feature

Figure 3: Elements in nutrition supplements taken in each trimester of pregnancy, May 2019

- Authority is the main consideration for consumers when choosing information acquisition channels

Figure 4: Product features or functions that are most important when choosing vitamins for pregnancy, May 2019

- Physical stores gain trust because of professionalism

Figure 5: Information channels to learn about nutrition for pregnancy, May 2019

- Cognitive growth is perceived as more important

Figure 6: Trusted purchase channel, May 2019

- What we think

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

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

## ISSUES AND INSIGHTS

- Integrating pregnancy health supplements into daily diet is a possible future development path
- The facts
- The implications
- Authority and professionalism are key factors to gain consumer trust
- The facts
- The implications
- Better category development lies in cooperation with channels
- The facts
- The implications

## THE MARKET – WHAT YOU NEED TO KNOW

- Average expenditure boosted by consumers' advanced concept of childbearing
- Favourable conditions for segment expansion

## MARKET FACTORS

- The National Nutrition Plan appeals for attention to nutrition in early life stage
  - Advanced childbearing concept brings possibility for category development
  - Low birth rate and rigid regulation create business opportunity in nutrition for pregnancy
- Figure 8: Birth rate, China, 2009-18
- New forms of channels create expansion opportunity

## KEY PLAYERS – WHAT YOU NEED TO KNOW

- Brands focus on improving formulation of pregnancy milk powder
- Marketing strategies to improve professional brand image
- Merging nutrition in food helps improve consumption experience

## COMPETITIVE STRATEGIES

- Nestlé and Annum launch pregnancy milk powder with upgraded formula
- Figure 9: Nestlé's pregnancy milk powder containing A2  $\beta$ -caseins
- Figure 10: Annum's super-premium pregnancy milk powder "Bei Yu"

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

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

- **Mead Johnson appeals with care for the first 1,000 days of life**  
Figure 11: The "1,000 days plan for maternal and infant health", China
- **Wyeth maintains relationships with its club members by providing intimate services**

## WHO'S INNOVATING?

- **Prenatal nutrition in food format should be taken into consideration**  
Figure 12: Prenatal nutrition in food format, global, 2019
- **Traditional nutrition still owns popularity**  
Figure 13: Bird's nest of Ji Huo (肌活), China  
Figure 14: Bird's nest of Xiao Xian Dun (小仙炖), China
- **Skincare brands dip toes in pregnancy nutrition market with cross-category products**  
Figure 15: Mama Lula, Fancl (芳珂), Japan  
Figure 16: Vitamin products, Fancl (芳珂), Japan

## THE CONSUMER – WHAT YOU NEED TO KNOW

- **Adjusting daily diet is a widely accepted way to get nutrition during pregnancy**
- **Different stages of pregnancy see varying requirements for different nutrition elements**
- **Professionalism and trust decide the information acquiring source and trusted purchasing channels**

## NUTRITION NEEDS

- **Traditional ways still mainstream**  
Figure 17: Actions taken before/during/after pregnancy, May 2019
- **Cautiousness requires authoritative guidance**

## ATTENTION PAID TO NUTRITIONAL ELEMENTS

- **Demand for folic acid varies significantly throughout pregnancy**  
Figure 18: Elements in nutrition supplements taken in each trimester of pregnancy, May 2019
- **Vitamin, protein and calcium are still basic needs**
- **Increasing intake of minerals during pregnancy**
- **The emerging probiotics market**
- **DHA's controversial benefits do not impact its popularity**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

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

## PRODUCT FEATURE OF PRENATAL VITAMIN

- **Chinese consumers' obsessed with the immune system**  
Figure 19: Product features or functions that are most important when choosing vitamins for pregnancy, May 2019
- **Females aged 30+ are more likely to be over-obsessed with "natural"**  
Figure 20: natural ingredient is perceived as an important factor when choosing prenatal vitamin, by age group, May 2019
- **Need for multiple nutritional elements reflecting demanding consumers**
- **"Ease pregnancy discomfort" is especially important feature for post-90s and women in the first trimester**

## INFORMATION SOURCE

- **Offline resources top the information channels**  
Figure 21: Information channels to learn about nutrition for pregnancy, May 2019
- **Pregnant women in third trimester are more proactive in learning**  
Figure 22: Information channels to learn about nutrition for pregnancy, by pregnancy stage, May 2019
- **Information channel preference varies by age and income**  
Figure 23: Repertoire analysis – Information channels to learn about nutrition for pregnancy, May 2019

## TRUSTED PURCHASE CHANNELS

- **Offline dominates because of trust as well as professionalism**  
Figure 24: Trusted purchase channel, May 2019
- **Diversification of purchasing channels**

## ATTITUDES TOWARDS NUTRITION FOR PREGNANCY

- **Attitudes echo behaviour changes**  
Figure 25: Attitudes towards the method of taking prenatal nutrition, May 2019
- **(Expecting) mothers pay more attention to cognitive development**  
Figure 26: Attitudes towards foetus development, May 2019
- **Jumping to conclusions about brand origin priority is not advisable**  
Figure 27: Attitudes towards brand origin, May 2019

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit	store.mintel.com
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

## MEET THE MINTROPOLITANS

- **MinTs take more proactive action to guarantee nutritional intake during pregnancy**

Figure 28: Actions taken during pregnancy, by consumer classification, MAY 2019

- **MinTs learn about nutrition for pregnancy from more sources**

Figure 29: Information channels to learn about nutrition for pregnancy, by consumer classification, May 2019

- **Imported brands win trust among MinTs**

Figure 30: Attitudes towards brand origin, by consumer classification, May 2019

## APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Abbreviations**

## What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

## Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

## Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

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



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.