

# Nutrition Knowledge - China - 2022

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Key market factors influencing the health and nutrition industry
- Innovative marketing strategies and new product trends
- Tracking changes in consumer awareness of nutrition information on food product packaging and their willingness to trade up to specific nutritional features
- Tracking changes in consumers' associations with botanical ingredients' immune-enhancing benefits
- Consumers' brain health status and their consumption needs in different brain health functional ingredients
- Perceptions of different protein sources

When looking for nutrition information on food product packaging, consumers' attention to vitamin/mineral content witnessed the biggest decrease in both percentage points and ranking from 2020 to 2022. This suggests that the importance of vitamins and minerals has fallen, and considering new ways to tell the story of vitamins and minerals is key to keeping consumers interested.

The outbreak of COVID-19 and a resurgence of cases in China in 2022 has pushed consumers towards developing clearer 'dislikes' if a type of nutrients or healthy ingredients has a vague health function. In the case of immunity management, there is an overall decrease in botanicals' association with immunity, even though botanicals are a type of ingredient that has continuous growth in new food and drink launches with functional claims related to immunity.

Given overall consumers' willingness to see ingredients backed up by information that demonstrates their specific functions, a clear threat will be rushing blindly into the health and nutrition market with masses of new ingredient formulations without justifying their efficacy. Even though new product trends may show an increase in the application of specific ingredients, it does not mean consumers are responsive to these new products.



“Consumers have developed clearer “likes” towards ingredients that demonstrate clear and specific functions and “dislikes”. Future opportunities include narrowing down vitamins' specific health benefits, improving plant protein's protein quality, as well as justifying the efficacy of botanicals' health functions.”

– **Catherine Liu, Senior Research Analyst**

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Some of the biggest opportunities that potentially attract consumers the most will be to introduce vitamins as a spotlight ingredient in the new health area, paying attention to brain-improving benefits; justifying the efficacy of botanicals' health functions, such as how these ingredients scientifically relate to improving immunity; working on improving the direct protein-related properties of plant protein ingredients, since these are still important to those who repurchase plant protein products or those showing new interest in trying plant protein products.



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