

Nutrition Knowledge - China - 2023

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This report looks at the following areas:

- Key market factors influencing the health and nutrition industry.
- Innovative marketing strategies and product trends.
- Consumer awareness of the importance of supplementation with specific nutrients and various health ingredients.
- Consumers' attitudes towards Chinese nourishment and Yang Sheng.
- Consumers' preferred Chinese nourishing and Yang Sheng ingredients.

Contrary to expectations, consumers do not lack the ability to implement their knowledge and understanding of Chinese nourishment and Yang Sheng; rather, their greatest obstacle is uncertainty about which concepts are suitable for their health conditions and lifestyle habits. This means it is important for brands to offer modern interpretations of Chinese nourishment and Yang Sheng when spreading knowledge about these concepts.

The resurgence of the COVID-19 pandemic in 2022 has had a serious impact on economic development. Mintel predicts that intentional spending will be a major consumer trend in 2023. In the health and nutrition sector, this trend is likely to lead to innovation in the direction of higher-quality products, as consumers will be forced to reassess their real needs and put more thought into the practicality, durability and efficacy of products.

In response to the ever-rising stresses of life due to the economy, the market has spawned a number of lifestyle concepts that promote healing to encourage a period of respite. The next big opportunity for brands in the health and nutrition space is to capitalise on the strong demand for healing by incorporating these concepts into products with health and nutrition positioning.

Despite the fact that most consumers want to supplement dietary fibre in their daily lives, there is still a very obvious issue that brands need to address: consumers want to know if their daily dietary fibre intake is up to the mark.



“The era of intentional spending is expected to drive food and drink with health and nutritional positioning towards higher quality, as consumers are forced to reassess their real needs due to reduced discretionary funds.”

- Catherine Liu, Principal Research Analyst

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Brands need to respond to this concern in an easy-to-understand way in their marketing communications.

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