



## MARKET ACCESS SECRETARIAT Global Analysis Report

# Dieting Trends in China

September 2014



### EXECUTIVE SUMMARY

China is the world's most-populous nation. Data gathered by China's National Bureau of Statistics, showed just over 690 million Chinese live in urban areas, compared to approximately 656 million in the countryside. Science Daily (May 2010) published a report finding a link between obesity and urban living, where access to sugary foods and high-fat diets are most prevalent and causing a world-wide trend. As recently as 2011 some reports claim the number of obese people living in China has increased to 100 million (US-China Today, April 8, 2011).



Note: Definitions of food categories can be found on page 19.

### CONTENTS

Executive summary .....	1
Market environment.....	2
Industry overview .....	3
Diets tied to the economy.....	5
Traditional dieting methods .....	5
Regulatory influencers.....	6
Market sales .....	7
Competitive intelligence .....	9
Distribution .....	11
New product innovation.....	12
New product launches.....	13
Annex: Pricing .....	16
Definitions.....	19
Resources .....	20



## EXECUTIVE SUMMARY (continued)

Despite the global economic turmoil that has taken place, dietary supplements continue to post positive gains across the globe. Nowhere is that more evident than in the People's Republic of China. In China, being overweight is becoming more prevalent, outpacing the growth of its impressive Gross Domestic Product (GDP), according to the US-China Institute. The World Bank (WB) states that China's GDP was US \$5 trillion in 2009, a dramatic increase from the 2005 GDP of US\$2.8 trillion. The Chinese dietary supplement market has seen expanding sales. While Western drugs, such as Orlistat (Zenical) and Rimonabant (Acomplia) ("Rimonabant for the treatment of overweight and obese people", 2009) are effective at treating weight loss, Chinese herbal and acupuncture treatments also offer a popular, more traditional way to treat obesity.

In China's weight management food sector, the leaders are domestic-based companies, along with a few international corporations. These leaders continue to drive consolidation in the market, capitalizing on their established brand awareness, wide product portfolios, consistent quality and advanced distribution networks. The top three brands in China increased their combined share in 2011, while direct selling companies, such as Amway (China) Co. Ltd. and Infinitus (China) Co. Ltd., have performed particularly well. Amway's Nutrilite Experience Centre and Infinitus' customer service centre have been successful in reaching out to consumers, and are highly regarded for their high standards of service.

Steady value growth is expected for the consumer health market in China in the coming years. Euromonitor predicts the Chinese government will focus on boosting domestic demand (over increasing exports and investment) as the major growth engine of economic development in China. In view of the large population in China, rising consumer health consciousness, and the aging population, growing domestic demand is expected to be quite effective in stimulating the economy. Disposable incomes are also expected to be enhanced, resulting in even higher consumer expenditure on health goods and medical services.

## MARKET ENVIRONMENT

According to the World Health Organization (WHO), obesity is a problem for roughly 6% of the Chinese population, and of those aged 15 and older, 45% of males and 32% of females were identified as overweight in 2010.

Many factors are contributing to the rise of obesity in China. Much of this obesity is occurring in densely populated urban areas, where Western fast food culture and globalization have taken over. An increase in urban living standards has caused growth in the average food volume intake, and the adoption of automated transportation. A growing middle class and busier lifestyles have led to a growing demand for fast food. In the past, foods high in fat were seen as luxuries; however, as a result of growing incomes these foods have become more accessible to Chinese families. The shift from rural to urban living has reduced the level of physical labour compared to that of the more traditional rural occupation of farming. In value terms, China's fast-food industry has grown to become the largest in the Asia-Pacific region and has consistently accounted for over 50% of the regions total sales, since 2007.



While the obesity problem is affecting both the younger and older generations similarly, the younger generations are increasingly at risk. A combination of the vast array of food options, the one child policy, and higher disposable incomes are leading Chinese parents to indulge their children's food preferences. In a recent news article ("Are Vegetables and Exercise Causing Childhood Obesity in China", The Atlantic, 2011), that was based on data from Johns Hopkins indicated that 20% of Chinese children, and over a third of the boys were overweight or obese. This is a large increase from 1985, when the number of overweight kids in China was less than 2 percent back in 1985. The Chinese Ministry of Education (2011) indicated that 8% of 10 to 12 year-olds in Chinese cities were considered obese, with an additional 15% identified as overweight.

The government is attempting to reduce the problem by building more playgrounds and passing a law that requires students to exercise or play sports for an hour a day at school. Camps for overweight children have grown in numbers since the 1990s. These physically demanding camp programs are aimed at children as young as five. The children at these camps tend to exercise all day and eat little in an effort to combat their obesity.

There are other initiatives in place that could help combat the obesity problem in China. The Chinese Nutrition Society has created dietary guidelines to help consumers make healthier lifestyle choices, and the Chinese government has mandated the "Eat Smart at School" program. This campaign (launched during the 2006-2007 school year) was designed to cultivate healthy eating habits by promoting lifestyle changes within an educational setting. Later, the National Plan of Action for Nutrition in China strategy (2011), an extensive framework that formulated food-based policies in response to the country's nutrition and health issues, was introduced. As an example, rural Chinese schools receive subsidies in the amount of US\$0.47 cents per day per student to go towards purchasing nutritious food (China.org.cn, 2012). These programs and policies are working to promote healthy diets and lifestyles, while also providing incentives to both consumers and food growers.

## INDUSTRY OVERVIEW

\*Unless otherwise stated, the information in this section was sourced from Euromonitor International.

### Trends

Weight management products enjoyed a strong current value growth rate of 9% in 2011. The prosperity seen in the industry is mainly due to the slimming tea category. China has a strong tradition of tea-drinking, giving rise to a large consumer group. Growing awareness of health and well-being, and a preference for teas, fuses convenience with a weight management function, to make slimming tea one of the most popular products for weight management among Chinese consumers.

Slimming products (see page 21 for definition) dominate the weight management category in China, representing over 57% of total value sales. Manufacturers' active marketing campaigns, combined with solid market demand, have resulted in value growth of 15% in the slimming teas category in 2011.

The meal replacement slimming products sub-category recorded the highest value growth in the sector for 2011, at 17%. Meal replacement products are relatively new to the Chinese consumer, with only a handful of brands available in the market. Meal replacement products are more expensive than slimming tea, limiting their appeal to a smaller group of consumers.



In contrast, weight loss supplement sales continued to decline in 2011. Consumer confidence in these products is at a low following a series of product safety issues (such as harmful ingredients) which has contributed to an overall decline in the market. “Other” slimming products also saw a decline in 2011, due primarily to a lack of product innovation, and a prevalent perception of their ineffectiveness.

Of special note, however, is protein powder, which is gaining a strong profile outside of its traditional use as a sports supplement, and is becoming an important component of the vitamins and dietary supplements category. Euromonitor reports that protein powder has had a good history in the Asia-Pacific region, and accounted for 78% of the global retail sales for the weight loss supplement category in 2011. In China, protein powder-based product sales soared by 87%. The aging Chinese population is credited with this growth, as there is a growing awareness of the role protein plays in lean muscle maintenance and healthy aging. Brand leaders Herbalife Ltd. and Amway Corp. were successful in positioning their protein powders as satiety products, enabling them to command premium prices.

### **The Competition**

Among the leaders in the weight management industry, there are more domestic manufacturers than international players. This dominance is mainly due to domestic players prevailing in the major category of slimming tea. However, the top player in the weight management market is Herbalife, a multinational, which has held the lead position since 2007, thanks to its strong performance in the meal replacement slimming category.

Of all the weight management choices, Herbalife’s (China) Health Products Ltd. took the lead in China, with a value share of 12% in the weight management category in 2011, up from 11% in 2010. Herbalife’s extensive product portfolio in the vitamin and dietary supplements market also boosted its brand awareness.

A close rival to Herbalife in China’s weight management market is Outsell Health Product Development Co. Ltd., which had a value share of 11% in 2011. The organization’s aggressive marketing and a good reputation for its product’s efficacy (in the slimming tea category) have helped the company rise above other weight management product manufacturers in China. The company was temporarily hurt by a product recall in 2010, but has won back consumers’ confidence, resulting in a 2% gain in share in 2011.

### **Outlook**

China’s overall weight management category is expected to experience steady value growth in the years ahead, driven by a continued demand for slimming products among Chinese consumers. Rising disposable incomes, growing health consciousness, and improved body awareness will fuel the demand.

Euromonitor is predicting that the meal replacement slimming category will see the strongest growth of all the weight management categories between 2011 and 2016, with a compound annual growth rate (CAGR) of 9% in sales. Chinese consumers’ growing personal wealth is expected to make meal replacement slimming products gradually more affordable. Meanwhile, more active, aggressive marketing on the part of manufacturers will further enhance product awareness among consumers.

The slimming tea market is expected to continue experiencing healthy growth, with a CAGR of 8% in value between 2011 and 2016. This growth will be due to the strong tea-drinking tradition among



Chinese consumers and their desire to live healthier lifestyles, especially among the time-pressed urban population.

Expect to see the market for weight loss supplements and other slimming products in China continue to decline. Consumer demand for safe, healthy and effective weight management products will continue to threaten sales of weight loss supplements in China. Weight management services offered by professionals and functional skin care products will most likely hinder the growth of other slimming products.

## **DIETS TIED TO THE ECONOMY**

China is growing more prosperous and, as a result, the urban, working-class Chinese population is enjoying greater disposable incomes and lower unemployment. Discretionary spending is being directly influenced by this positive environment.

The World Bank (WB) has defined China's consumption growth as "robust", and credits it with 55% of GDP growth in the first three quarters of 2012. The GDP is forecasted to grow by 7.9% in 2012 and 8.4% in 2013. Consumption is forecasted to remain strong and inflation to remain moderate at approximately 3%. Weak exports and the government's efforts to cool the overheated housing sector slowed China's economy somewhat in 2012, but it did recover in the final months of the year. The Chinese government's other attempts at fiscal stimulation in 2012 (such as the approval of over 60 infrastructure projects totalling US\$157 billion) are expected to fuel economic growth, to reach 8.4% in 2013. In the longer term, the WB is predicting China's economy will grow at about the same rate in 2014, as investment levels off and productivity increases, leading to a projected growth rate of 8%.

Credit Suisse (2012) is painting an encouraging picture of China and has predicted that the Chinese will overtake the Japanese as the world's second-richest people by 2017. Credit Suisse is also predicting China will have twice as many millionaires as in 2012. This growing wealth is resulting in greater spending on luxury items. With more spending power, China's wealthier citizens are quality-conscious and are increasingly spending money on their health.

With a low unemployment rate, estimated to be 6.5% in 2011, some Chinese citizens are taking unconventional steps to beat out job competition. In 2012, the U.K.'s Daily Mail reported the competition for jobs across China is putting pressure on Chinese women to appear thin to secure employment. As a result, some Chinese women are engaging in dangerous and unusual activities to slim down. The article goes on to report on a strange new practice amongst women in some of China's universities. Female students have been eating roundworm eggs to lose weight to prepare for job interviews. The eggs hatch in the stomach, allowing their host to shed pounds without exercising or dieting. Other students are staring at pictures of food for hours in the hope of suppressing their appetites and shed excess weight. One student was quoted as saying that young Chinese women are using a 'special soap' geared toward helping them with their diets, with some taking up to 10 showers a day. These are not medically approved, but do show how diet practices are being influenced by China's prosperity.

## **TRADITIONAL DIETING METHODS**

Acupuncture is a form of Chinese medicine used to treat a wide variety of physical maladies and facilitate overall well-being. In relation to weight loss, acupuncture is claimed to strengthen the digestive system,



and stimulate the stomach and spleen to improve your body's efficiency in breaking down food, which will ultimately improve a person's ability to lose belly fat and reduce the appetite. Some patients in China have reported weight loss with this treatment method. Recent research (Dieting Direction, 2012) has shown that subjects treated with acupuncture to lose weight, experienced a 4.1 kilogram weight loss over a period of four months.

Tea drinking has also been associated with weight loss in China, combined with a balanced diet and regular exercise. According to traditional Chinese medicine, drinking Oolong tea (with green tea extracts), pu-erh tea (ancient Chinese brew), or Feiyan tea (green tea, lotus leaves, cansia seeds and vegetable sponge) can provide a number of slimming benefits. These teas are thought to promote a reduction in body weight, body fat, body mass index and subcutaneous fat by speeding up the digestive process and flushing fat from the system (SlimmingSolutions, 2013).

Chinese herbs are also used for weight loss. They are purported to help suppress appetite, increase metabolism, and burn fat. The enduring popularity of these herbs and teas can be attributed to their effectiveness and the fact that there are few to no side effects associated with their use.

## REGULATORY INFLUENCERS

\*Unless otherwise stated, the information in this section was sourced from the United States Department of Agriculture, "The Food Safety Management System in China." April 26, 2013.

There are three regulating agencies involved in policing the Chinese weight-management industry. The first is the China Food and Drug Administration (CFDA), which is charged with overseeing dietary supplements and issuing the "blue hat" registration. "Blue hat" is the nickname for the small blue logo a product receives after being successfully registered in China. This registration gives dietary supplements limited advertising rights, potency restrictions and limited functional claims that could be made after going through a lengthy and costly registration process. "Blue hat" registration also allows companies that didn't go through the over-the-counter (OTC) registration process to enter the pharmacy channel, as well as the newly developing direct sales channel. Next is China's Ministry of Health (MOH), which oversees the CFDA, and whose main influence in the dietary supplement industry is observing the approval of novel food ingredients. Finally, there is the Administration of Quality Supervision Inspection and Quarantine (AQSIQ) which controls all imports and exports across China's borders.

To get dietary supplements into the country there are two options; go through the CFDA's blue hat registration process, which costs approximately US\$50,000 per stock keeping unit (SKU) and can take two years to finalize, or import dietary supplements as food through AQSIQ. This second method is preferred by many foreign companies because it is a straight forward process, has minimal costs and takes mere weeks to finalize. However, AQSIQ has been getting stricter and less tolerant in allowing dietary supplements into China as food, and it is becoming more difficult to import an increasing number of products and ingredients, especially those formulations that contain herbs. Many herbal ingredients fall under the Chinese Pharmacopeia, which requires them to be regulated as medicine.

The CFDA has drafted new regulations which would address product-naming conventions and dosage limitations, among other issues. However, there are still many opposing views on how best to regulate the dietary supplement industry, jeopardizing the release of these new regulations.

The United States (U.S.) founded the U.S.-China Health Product Association (USCHPA) in 2010 to help their dietary supplement manufacturers by improving access to the Chinese market. It focused on





developing a more transparent regulatory environment in China's natural health product industry. The members of the association credit their success to their full-time, locally-staffed personnel who focus completely on China. The growing membership of USCHPA, coupled with continued industry investment, will help to increase both consumer education and demand, as well as encourage regulatory reform that will safeguard consumers, allowing dietary supplements to be marketed in a transparent way, and removing the confusion that has plagued the industry.

## MARKET SALES

### Weight Management Sector

Retail sales of all weight-management products grew 9.3% in 2010-2011 and 9% in 2011-2012. Year-on-year (y-o-y) value growth from 2009-2010 shows a jump to 4.5%, after dipping slightly in 2008 to 1.3%. East China (10.7%) and South China (10.5%) showed the greatest sales growth, reaching double digit numbers. The lowest sales growth in 2011-2012 was seen in Southwest China, at 5.1%.

**China—Weight Management Sector—Historic Retail Sales—US\$ millions**

Category	2008	2009	2010	2011	2012
Weight management (total)	853.5	864.9	914.8	1,000	1,090.4
Meal replacement slimming	86	94.4	117.9	142.3	172.1
Slimming teas	394.9	444.0	493.4	569.5	649.1
Weight loss supplements	215	195.2	182.5	175.1	163.6
Other slimming products	157.6	131.2	121	113	104.1

**Source:** Euromonitor International, 2012

Euromonitor is predicting that China's weight-management category will continue to see steady growth, with a 5% compound annual growth rate. This progress will be driven by consumer awareness of personal appearance, growing health consciousness and rising disposable incomes.

Within China, the largest market in the weight management sector, will continue to be South China, with a predicted market value of US\$444.6 million by 2016, followed by East China, with a forecasted value of US\$407.2 million. The average sales value growth for South China is forecasted to be the highest in the country, at approximately US\$31 million annually from 2013 to 2016. East China will follow closely behind averaging sale growth of approximately US\$25 million annually. Both South China and East China are home to some of the country's largest cities such as Beijing, Shanghai, Guangzhou, and Hong Kong, with a high urban population that will support the market trends Euromonitor is predicting.

The entire weight management sector will see the least sales growth in the Northwest of China (US\$2.3 million) and Mid-China (US\$5.8 million). Both of these geographical areas have low population density and more rural lifestyles.



### China—Retail Sales Historic—Year-on-Year growth %—US\$ millions

Categories	2007-08	2008-09	2009-10	2010-11	2011-12
Meal replacement slimming	73.7	9.8	24.8	20.7	21.0
Slimming teas	12.7	12.4	11.1	15.4	14.0
Weight loss supplements	-2.1	-9.2	-6.5	-4.1	-6.5
Other slimming products	-25.5	-16.7	-7.8	-6.6	-7.9

Source: Euromonitor International, 2013

### China Weight Management Sector—Forecast Retail Sales—US\$ millions

Category	2013	2014	2015	2016
Weight management (total)	1,120.60	1,199.50	1,282.50	1,370.40
Meal replacement slimming	174.8	194.7	214.2	234.5
Slimming teas	690	756.3	825	895.9
Weight loss supplements	154.9	150.4	147.2	145.3
Other slimming products	100.9	98.1	96.1	94.7

Source: Euromonitor International, 2013

### China Retail Sales Forecast—Year-on-Year Growth %—US\$ millions

Categories	2013-14	2014-15	2015-16
Weight management	7.6	7.7	7.9
Meal replacement slimming	11.4	10.7	10.1
Slimming teas	10.7	10.1	9.7
Weight loss supplements	-4.9	-3	0
Other slimming products	-7.5	-7.3	-7

Source: Euromonitor International, 2013

### Meal Replacement

A close look at China's meal replacement slimming category shows dramatic movement in growth since 2007-08. Retail sales growth from 2007 to 2012 was highest in East China, at 45.8%. The second-most sales growth was seen in South China, at 34.4%. Year-on-year growth has declined steadily for the category since 2007-08. In 2007-08, year-on-year growth was recorded at a whopping 73.7%, dropping to 21% in 2011-12. Comparing the regions within China, the greatest growth in 2011-12 came from Northwest China, at 25.4%, followed closely by Southwest China at 22.2%.

The meal replacement category will see its strongest growth between 2011 and 2016, with a healthy compound annual growth rate of 9%. Specifically, south China will see the highest average sales growth in this sub-category, at approximately US\$7 million annually from 2013 to 2016. The southwest area of China will see the least average sales growth at approximately US \$0.75 million from 2013 to 2016. The increasing wealth China will be enjoying is expected to make meal replacement products more affordable. Manufacturers are also putting more effort into marketing these products, which will further enhance product awareness amongst Chinese consumers.





## **Slimming Teas**

The popularity of slimming teas is apparent, as the category enjoyed double digit growth year-on-year for most of the past 10 years, with the exception of 2005-2006 (8%) and 2006-2007 (6.2%). In 2011, total sales of slimming teas in China were US\$569 million, growing by 14% to US\$649.1 million in 2011-2012. The highest sales were seen in South China, at US\$214.5 million in 2011-12, followed by East China, with US\$183.9 million. The lowest sales were seen in Northwest China in 2011-2012, at US\$24.2 million. A closer look at the 2007 to 2012 timeframe, shows sales growth slowed slightly in 2009-2010 to 11.1%. South China recorded the greatest year-on-year growth of 15.4% in 2011-12, followed by East China with 14.9%.

The slimming tea category will continue to dominate sales in the weight management sector, from 2013 to 2016, claiming an estimated 65% of sales for 2016. The sales values for slimming teas are expected to be the highest in South China (US\$308.4 million) in 2016, with an average growth of US\$25 million each year from 2013 to 2016. Continuing the trend in the weight management sector, East China will have the second-highest sales in 2016 at US\$259.5 million, averaging US\$20 million sales growth per year from 2013 to 2016. The smallest growth in the slimming teas category will occur in Northwest China, with US\$27.5 million in total sales expected for 2016. North and Northeast China will have the second-lowest sales in 2016, at US\$30.1 million, with an average sales growth of only US\$1 million per year from 2013 to 2016. Overall, Euromonitor is expecting the slimming teas market to continue to grow, with a compound annual growth rate of 7% from 2013 to 2016.

## **COMPETITIVE INTELLIGENCE**

Despite the trends indicated above, the under-developed state of China's dietary supplement market, Euromonitor believes the market is expanding and companies are, and will continue to, invest. The Nutrition Business Journal did a survey in 2009 of 224 global dietary supplement industry professionals, asking their opinion on what market will have the most opportunities over the next five years. The results were unanimous. Industry survey participants chose China as the market to watch, followed by the U.S. in second place.

Since that survey was conducted, both foreign and domestic companies have begun funding several initiatives in the Chinese market. An article in *Nutraceuticals World* (Inside China: Dietary Supplement Industry Update, 2012) cites several examples of corporate activity in China. Cofco, a leading Chinese agriculture company, has invested US\$508 million in building a nutrition research and development facility; Amway has invested US\$94.5 million in a new manufacturing facility in Guangdong Province; NBTY launched its Kid's Disney vitamin line this year, as part of its Nature's Bounty and Met-Rx brands that are well established in the market; NBTY subsidiary Holland and Barrett opened its first health food shop in Shanghai (with aggressive expansion plans); GNC is expanding distribution around the country; Dutch health food store chain, Vitamin Store, launched its first store in Xiamen (and is also planning to expand rapidly); Tong Ren Tang, a famous Chinese company specializing in traditional Chinese medicine, has seen sales of its own dietary supplement range increase sharply.

The largest consumer health competitors in China continue to drive consolidation in the market, appealing to consumers with established brand awareness, wide product portfolios, consistent quality and advanced distribution networks. A search of Euromonitor's broader consumer health brand ranking for China (2012), shows that Amway Corp. (10% share) is the market leader, followed by Lee Kum Kee Co. Ltd. (2.8%), and CR Medications Group (2.2% share). The top three brands in the consumer health market



increased their combined share in 2011. Direct selling companies, such as Amway (China) Co. Ltd. and Infinitus (China) Co. Ltd., have performed particularly well in the consumer health market, attributing their success to high standards of customer service. In particular, Amway's Nutrilite Experience Centre and Infinitus' Customer Service Centre, have been noted for providing their customers with a superior experience.

China's weight management industry leaders are, for the most part, domestic players, with the top three accounting for 39% market sales. This is mainly because their slimming tea products are preferred by Chinese consumers. However, the top player in China's weight management sector, since 2007, has been the multinational organization Herbalife. Herbalife's strong performance has been attributed to their products in the meal replacement slimming sub-category.

China's weight loss supplement and other slimming products markets showed great diversification in 2011, with the sub-category leaders owning only 15.2% and 16.1% market share respectively.

China Top Brands, by Market Share and Sub-Category - Retail Sales % Breakdown							
Category	Brand	Company name (Global Brand Owner)	2007	2008	2009	2010	2011
Weight loss supplements	Herbalife	Herbalife Ltd	5.6	9.6	9.8	11.4	12.1
	Besunyen	Besunyen Holdings Co. Ltd.	1.2	3.6	7.8	8.4	10.9
	Yu Sheng Tang	Beijing Yushengtang Bioengineering Technology Co. Ltd.	0.9	2.7	5.8	8.3	9.1
	VT	Taier Pharmaceutical Co. Ltd.	4.1	4.4	3.5	3	2.6
	Great Impression	Shantou Great Impression (Group) Co. Ltd.	5.1	4.6	4.1	3.3	2.4
	Qi Ren	Daxinganling Beiqishen Healthcare Products Co. Ltd.	3.6	3.7	3.4	2.7	2
	Sunrana	Zhuhai Sunrana Cosmetics Co. Ltd.	4.5	3.1	2.4	2.1	1.8
	Lv Shou	Lv Shou Group	0.5	1	1.5	1.5	1.5
	Softto	Softto Co Ltd	1.7	1.4	1.6	1.4	1.2
	Lipton	Unilever Group	-	-	0.3	0.5	0.8
Meal replacement slimming	Herbalife	Herbalife Ltd	94.3	95.5	89.5	88.6	87.2
	Others	Others	5.7	4.5	10.5	11.4	12.8
Slimming teas	Besunyen	Besunyen Holdings Co. Ltd.	2.8	7.8	15.1	15.6	18.9
	Yu Sheng Tang	Beijing Yushengtang Bioengineering Technology Co. Ltd.	2.1	5.9	11.4	15.3	15.9
	Great Impression	Shantou Great Impression (Group) Co. Ltd.	12	9.9	8	6.1	4.2
	Lipton	Unilever Group	n/a	n/a	0.5	1	1.4
	Kancura Herb	Tai Ping Health Food (Chaoyang) Co. Ltd.	2.9	2.5	2.1	1.5	1
	Kang Li Yuan	Besunyen Holdings Co. Ltd.	1.8	1.7	1.6	n/a	n/a
	Raymon Slimming Tea	Besunyen Holdings Co. Ltd.	1.2	1.1	1	n/a	n/a
	Others	Others	77.2	71.2	60.3	60.5	58.5
Other slimming products	Sunrana	Zhuhai Sunrana Cosmetics Co. Ltd.	17.8	17	15.6	16.1	16.1
	Softto	Softto Co. Ltd.	6.5	7.8	10.8	10.9	10.8
	Jian Pi Diet Patch	Beijing Hualun Medical Products Co. Ltd.	6.3	6.1	5.1	3.7	3.8
	Triple Effects	Hubei Zhonghe Bencao Pharmaceutical Co. Ltd.	0.6	0.3	n/a	n/a	n/a

Source: Euromonitor International, 2012



## DISTRIBUTION

Historically, sales for weight management products in China were made through pharmacies or by direct sale (multi-level marketing [MLM]) companies, and both channels still dominate. However, bricks-and-mortar health food stores, and Internet retailers are also claiming more and more industry sales.

China's web retailers Taobao, T-Mall, 360Buy, all have large sections devoted to dietary supplements. E-commerce in China has grown rapidly over the past five years, and is quickly becoming a preferred option for purchasing many foreign dietary supplement brands. Lower prices, greater product selection, and convenience are the reasons cited for this success. Many consumers in big cities like Beijing and Shanghai will otherwise devote hours of their time, to purchase from a bricks-and-mortar store. The same report predicts that the Chinese e-commerce market will surpass that of the U.S. by 2015, when the Chinese consumer is expected to spend on average US\$1,000 a year online (Food Navigator-Asia November 2012).

**China Weight Management Industry—Historic—Retail Share%—breakdown**

	2007	2008	2009	2010	2011
<b>Store-based retailing</b>	88.1	84.6	84.7	83.7	82.8
<b>Grocery retailers</b>	28	29	29	28	28
Discounters	n/a	n/a	n/a	n/a	n/a
Healthfood shops	2.5	2.1	1.8	1.2	1.2
Hypermarkets	14.9	16.6	17.4	17.4	17.4
Small grocery retailers	2.3	2	1.8	1.7	1.7
Supermarkets	8.3	8.3	8	7.7	7.7
Other grocery retailers	n/a	n/a	n/a	n/a	n/a
<b>Non-grocery retailers</b>	60.1	55.6	55.7	55.7	54.8
Health and beauty retailers	60.1	55.6	55.7	55.7	54.8
Chemists/pharmacies	48.1	43.6	43.2	42.2	41.7
Parapharmacies/drugstores	12	12	12.5	13.5	13.1
<b>Non-store retailing</b>	11.9	15.4	15.3	16.3	17.2
Vending	n/a	n/a	n/a	n/a	n/a
Homeshopping	5	4	3	3	2.9
Internet retailing	0.8	0.9	1	1.2	1.2
Direct selling	6.1	10.5	11.3	12.1	13.1

**Source:** Euromonitor International, 2012

## NEW PRODUCT INNOVATION

A recently released report ("Anti-obesity agents and appetite suppressants", Mintel, Sept. 2012) outlined patent activity associated with anti-obesity agents and appetite suppressants. The report revealed the



presence of some recently patented appetite suppressants and products that promote satiety, comprised of dietary fibre and a blend of herbal extracts. Other patents linked to satiety include whey proteins related to hydrolysate, peptides having a particular molecular weight, fatty acid crystals, compositions of plant extracts, and an anti-obesity agent made from the extract of *lysimachia foenum-graecum* Herba.

Furthermore, some infant formulas that contain linoleic acid and alpha-linoleic acid, targeted to babies between the ages of 0 and 36 months, are appearing on the shelves. These ingredients have been added to aid in the prevention of the onset of obesity in later years. Omega-6 polyunsaturated fatty acids are also being added to the ingredient mix to help decrease the risk of insulin resistance.

Manufacturers of dietary supplements are increasingly incorporating probiotic bacteria into their products (to help prevent and treat obesity and obesity-related diseases), and *lactobacillus* or *bifidobacterium* to help regulate weight, promote satiety and prevent obesity, diabetes and metabolic syndrome.

There is a growing number of weight management food and beverage products containing L-carnitine, (which is believed to break down fat in the generation of energy), palatinose (to support improved fat oxidation during physical activity), and glucomannan to aid in fat reduction (“Satiating Bars with Glucomannan and L-Carnitine for Slimming”, Mintel 2012). Glucomannan, combined with chitosan, is appearing in dietary supplements (to aid in creating a feeling of fullness). Instant coffee blends containing green coffee beans are emerging with claims of aiding weight loss, along with green coffee bean extract in capsules (“Fat burning green coffee & guarana enriched instant coffee”, Mintel, Sept. 2012). A search of Mintel’s Global New Product Database (2011 to 2013) also shows traditional, simple herbal teas are now showing up on the shelves with green tea and pu-erh tea blends, and are promoting their weight loss properties boldly and clearly on the product packaging.

## NEW PRODUCT LAUNCHES

A search of the Mintel global new product database (GNPD) was conducted for food and beverage products launched in China, with the following claims: low/no/reduced calorie, no/low/reduced sugar, low/no/reduced fat, slimming, and high satiety products. The search showed that from 2002 to 2012, the total number of new launches in the above-noted categories totaled 1,085 food products and 492 drink products. The most popular claims (which maintained their lead over the 10-year period), were low/no/reduced sugar (the most prevalent), followed by low/no/reduced fat, and low/no/reduced calorie.

The most common food product categories for claims of low/no/reduced sugar were bakery, sugar and gum confectionery, dairy, snacks and breakfast cereals (in that order). A review of the product launch types showed almost 48% of new launches were new product introductions, while 42% were a new variety or range extension.

There were 350 drink products launched that claimed to have no/low/reduced sugar, representing 71% of the 492 launched. The ready-to-drink (RTDs), juice, and “other” beverage categories had the highest number of low/no/reduced sugar claims. The majority of low/no/reduced sugar drink product launches were new products, new varieties or range extensions in an existing product line. Additionally, four private label launches were new varieties or range extensions, while two private label brand products were entirely new.



Only 12% (134 of 1,085) of new food product launches featured the low/no/reduced fat claim from 2002 to 2012. However, 37% of those new product launches occurred between 2009 and 2012. The low/no/reduced fat claim was found most often in the dairy category, followed by snacks. In third place was the processed fish, meat and egg products category. Interestingly, the low/no/reduced fat category had the most consistent growth over the 10-year span, averaging 19.8 new food products launched per year with that claim.

There were 11 new drink products launched using the low/no/reduced fat claim, of which the majority (7) appeared between 2008 and 2012. Approximately 56% of the new drink product launches featuring a low/no/reduced fat claim occurred over the five years from 2007 to 2012. The ready-to-drink (RTD) and hot beverages category made up the majority of new products launched, for a total of nine.

There were 33 new food products launched using the low/no/reduced calorie claim between 2002 and 2012. The majority were released between 2008 and 2012 (19). Also of note, the first new food product launches bearing low/no/reduced calorie claims didn't begin until 2004. Snacks and bakery foods were the two categories that had the most products with the low/no/reduced calorie claim, at 7 products each. The third-most common food category with products bearing the claim no/low/reduced calorie was meals and meal centres (4). The most popular launch type was new products (16), followed by new variety/range extension (13).

The number of new drinks launched claiming to be low/no/reduced calorie were 49. The top drink category was carbonated soft drinks, with 20, followed by flavoured water (9) and RTD iced tea (8). Approximately 51% of the launches occurred from 2008 to 2012, mirroring the same trend were launches of low/no/reduced calorie food products. Overall growth in the number of new drink products bearing the low/no/reduced calorie claim has fallen since 2007, with no new product launches in 2012. The most common product launches fell under the new product category (33).

Food products using the slimming claim did not appear in the database until 2008, with just 8 new food products using the claim from 2008 to 2012, with four in 2011 and one in 2012. Sauces (4) and seasonings (2) were the categories with the most slimming claims. Three products were identified as new and two were new varieties or range extensions.

Beverages were the more popular format for the slimming claim, with 33 new products launched with the slimming claim from 2002 to 2012. The majority of new launches occurred between 2007 and 2012. While 2010 and 2011 had six new beverage product launches each, there was only one new product launched with the slimming claim in 2012. Hot beverage slimming products had the highest number of claims, with 29. Approximately 54% of the new products launched using the slimming claim were entirely new product, and 21% were new varieties or range extensions.

Only one new food product was launched in China between 2002 and 2012 using the high satiety claim, and there were no drink products with this claim. The food product was a cooked plum product in 2005, and the launch type listed was a new product.



## Samples of New Product Launches



### Lei Tea

**Company:** Tianli Food  
**Brand:** Qin Ren Cun  
**Date published:** August 2011  
**Pack Size:** 450 g  
**Price:** US\$2.37

**Launch type:** New Product  
**Package type:** Flexible  
**Package material:** Multi laminate  
**Positioning claim:** low/no/reduced fat

**Ingredients:** glutinous rice, peanut, soybean, sesame, tea leaves, raw ginger, white granulated sugar

**Product Description:** Qin Ren Cun Lei Cha (Lei Tea) is a traditional product of Hunan, China. It's made with washed ginger, large green tea leaves, roasted glutinous rice, sesame, peanuts and soybeans. The tea is high in calcium and low in fat.



### Sugar Free Concentrated Yogurt

**Company:** Herun Dairy Products  
**Brand:** Heru/He Run  
**Date published:** April 2012  
**Pack size:** 230 g

**Launch type:** New product  
**Package type:** Bottle  
**Package material:** Plastic unspecified  
**Positioning claim:** low/no/reduced sugar

**Ingredients:** fresh milk (greater than or equal to 99%), streptococcus thermophilus, L. bulgaricus

**Product Description:** Herun/He Run Bu Jia Tang Nong Suo Suan Nai Lao (sugar-free concentrated yogurt) is quality service (QS) certified.



### Sugar-Free Concentrated Yogurt

**Company:** Herun Dairy Products  
**Brand:** Heru/He Run  
**Date published:** April 2012  
**Pack size:** 230g  
**Price:** US\$1.17

**Launch type:** New variety/range extension  
**Package type:** Tub  
**Package material:** Plastic unspecified  
**Positioning claim:** low/no/reduced sugar

**Ingredients:** purified water, apple juice, apple vinegar, oligofructose (bifidus factor), food additives (xylitol, citric acid, acesulfame-K, sucralose, sodium citrate, caramel colour, flavourings, sunset yellow).

**Product Description:** Saolaifu Wu Tang Zing Ping Guo Cu (Sugar-free Apple Vinegar) is made with quality apple and zylitol, and processed using a high-technological technique. The drink is said to be smooth, aromatic and rich in vitamins, minerals and trace elements.





### Squid Tempura

**Company:** Weihai Kaneta Food  
**Brand:** Kaneta  
**Date published:** October 2012  
**Pack size:** 85g  
**Price:** n/a

**Launch type:** New variety/range extension  
**Package type:** Flexible sachet  
**Package material:** Metallised film  
**Positioning claim:** low/no/reduced calorie

**Ingredients:** squid, wheat flour, potato starch, ovalbumin powder, soy protein powder, white granulated sugar, salt, yeast extract, vegetable oil, food additives (d-sodium erythorbate, monosodium glutamate)

**Product Description:** Kaneta You Yu Tian Fu Luo (Squid Tempura) is available in an original flavour. According to the manufacturer, squid is low in calories and rich in calcium, phosphorus, iron, protein, amino acids, taurine, polypeptides and selenium. This snack is made using unique sauce and deep sea squids that are naturally dried using sea air.



### Wheat Flavoured Beer

**Company:** Blue Ribbon  
**Brand:** Naale  
**Date published:** September 2011  
**Pack size:** 330 ml  
**Price:** US\$0.30

**Launch type:** New variety/range extension  
**Package type:** Can  
**Package material:** Metal  
**Positioning claim:** low/no/reduced calorie

**Ingredients:** water, malt, starch, hops

**Product Description:** Naale Mai Xiang Pi Jiu (Wheat Flavoured Beer) is QS certified. This product retails in a 330ml pack. Also available is Li Zhi Pi Yin Liao (Lychee Beer), which is a alcohol-free beer and is low in calories.



### Salted Soda Water with Glucose

**Company:** Ba Wang Si Industrial  
**Brand:** Ba Wang Si  
**Date published:** March 2011  
**Pack size:** 550 ml  
**Price:** US\$0.41

**Launch type:** New variety/range extension  
**Package type:** Bottle  
**Package material:** Plastic  
**Positioning claim:** low/no/reduced calorie

**Ingredients:** carbonated water (water, carbon dioxide), glucose, sweetener (aspartame, acesulfame-K, sodium cyclamate, sucralose), citric acid, salt, potassium benzoate, food essence, Kelly green, tartrazine.

**Product Description:** Ba Wang Si Pu Tao Tang Yan Qi Shui (salted soda water with glucose) is now available in a green apple flavour.



## ANNEX – PRICE POINT SAMPLES

**NOTE:** The following tables provide a sampling of weight management products in China and are not a comprehensive listing of the entire market.

### Pricing—China—Meal Replacement Slimming Products—June to November 2011 —by Brand and Distribution Method

Brand	Company name	Outlets	Pack size	Price US \$
Artemis Fiber Biscuit	Yuandong Haichuang(Heze)Biology Technology Co. Ltd.	Chemist/pharmacy	300 g	5.68
Avon Life Nutrition Meal Replacement Slimming	Avon (China) Co. Ltd.	Other healthcare specialist retailer	500 g	47.4
By-Health Fruit & Vegetable Fiber (12g) Tablet	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	81 g	19.75
Celebrityslim Meal Replacement Slimming	Hangzhou Probiotec Trade Co. Ltd.	Parapharmacies/drugstores	55 g	1.72
Changyi Food Fiber Meal Replacement Powder (6g)	The Health Products Factory of Chinese Pharmaceutical University Nanjing Han Dian Health-food Ltd.	Parapharmacies/drugstores	90 g	3.55
Competitor Fruit & Vegetable Fiber Meal Replacement Powder	Beijing Competitor Sports Technology Co. Ltd.	Internet retailing	21 units	36.02
Competitor Fruit & Vegetable Fiber Meal Replacement Powder	Beijing Competitor Sports Technology JSC Ltd.	Internet retailing	210 g	36.02
Competitor Fruit & Vegetable Meal Replacement Powder	Beijing Competitor Co. Ltd.	Internet retailing	5 units	8.69
Competitor Fruit & Vegetable Meal Replacement Powder	Beijing Competitor Sports Technology JSC Ltd.	Parapharmacies/drugstores	210 g	36.02
Competitor Meal Replacement Powder	Beijing Competitor Sports Technology JSC Ltd.	Internet retailing	210 g	30.49
Competitor Xianti Bar(men's)	Beijing Competitor Sports Technology Co Ltd.	Internet retailing	12 units	13.27
Competitor Xianti Bar(women's)	Beijing Competitor Sports Technology Co Ltd.	Internet retailing	30 units	31.28
Herbalife Performance protein powder	Herbalife (China) Health Products Ltd.	Direct selling	400 g	34.44
Herbalife Protein Drink Mix	Herbalife (China) Health Products Ltd.	Internet retailing	550 g	53.56
Herblife Protein Drink Mix	Herbalife (China) Health Products Ltd.	Direct selling	550 g	51.98
Nature's Bounty Colon Cleanser [600mg] Capsule	Nature's Bounty Co. Ltd.	Chemist/pharmacy	108 g	31.44
Perfect Meal Replacement	Perfect (China) Co. Ltd.	Direct selling	450 g	21.33
UN L-Carnitine Cocoa	Shenzhen UN Hulian Trading Co. Ltd.	Supermarket	100 g	14.69

**Source:** Euromonitor International, 2012



**Pricing—China—Weight Loss Supplement Products—June to November 2011  
—by Brand and Distribution Method (continued)**

Brand	Company name	Outlets	Pack size	Price US \$
11 Fence Apple Cider Vinegar	Guangzhou Naifansi Health Products Co. Ltd.	Department store	90 g	21.80
11 Fence New Zealand L-carnitine Tablet	Guangzhou Naifansi Health Products Co. Ltd.	Department store	69.3 g	42.34
Anya Taihe Weight Loss Capsules	Wuhan Tiantianhao Biological Products Co. Ltd.	Parapharmacies/drugstores	45 units	20.22
Avon Life Red Yeast Complex Capsule	Avon (China) Co. Ltd.	Other Healthcare Specialist Retailer	100 units	31.6
B&H Weight Loss Capsules	Guangdong Meilikang Health Products Co. Ltd.	Internet retailing	180 units	12.48
B&H Weight Loss Capsules	Guangdong Meilikang Health Products Co. Ltd.	Parapharmacies/drugstores	180 units	32.54
B&H Weight Reduce Capsule	Guangdong B&H Health-Care Products Co. Ltd.	Internet retailing	168 units	28.75
B&H Weight Reduce Capsules	Guangzhou B&H Biotechnology Co. Ltd.	Chemist/pharmacy	72 g	13.90
B&H Weight Reduce Capsules	Guangzhou B&H Biotechnology Co. Ltd.	Chemist/pharmacy	72 g	32.86
Bo Kai Jian Fei Le [1g] Capsule	Shenzhen Bokai Health Care Products Co. Ltd.	Chemist/pharmacy	40 units	46.61
Boorkaee Jian Fei Le	Shenzhen Boorkaee Health Food Co. Ltd.	Chemist/pharmacy	120 units	32.86
By-Health Apple Vinegar	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	90 g	23.38
By-Health Colon Cleanse	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	24 g	17.06
By-Health L-Carnitine Tablets	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	60 units	47.08
By-Health Qianqiao Capsule	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	36 g	24.96
By-Health Slim-Lean	Guangzhou By-Health Biology & Project Co. Ltd.	Chemist/pharmacy	90 units	18.64
By-Health Slim-Lean	Guangzhou By-health Biotechnology Co. Ltd.	Internet retailing	90 units	16.59
By-Health Slim-lean	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	36 g	24.96
By-health Colon Cleanse Capsule(24g)	Guangzhou By-Health Biology & Project Co. Ltd.	Chemist/pharmacy	60 units	17.06
By-health Xianqiao Xianxian Capsules	Guangdong By-health Biotech	Internet retailing	90 units	21.33
Competitor Konjac L-carnitine	Beijing Competitor Sports Technology Co. Ltd.	Internet retailing	300 units	56.88
Competitor L-360 Carnitine(women's) Capsules	Beijing Competitor Sports Technology Co Ltd	Internet retailing	300 units	56.88

**Source:** Euromonitor International, 2012



**Pricing—China—Other Slimming Products—June to November 2011  
—by Brands and Distribution Method (continued)**

Brands	Company name	Outlets	Pack size	Price US\$
By-Health L-Carnitine	Guangdong By-Health Biotechnology Co. Ltd.	Chemist/pharmacy	60 units	53.40
By-Health Slim Lean Capsules	Guangdong By-Health Biotechnology Co. Ltd.	Internet retailing	90 units	24.10
Clarins Body Shaping Cream	Paris Clarins Group	Parapharmacies/drugstores	200 ml	82.16
Dabao Slimming Cream	Beijing Dabao Cosmetics Co. Ltd.	Chemist/pharmacy	160 g	18.33
Honey Life Weight Reduce Capsules	B&H (USA) Trading Co. Ltd.	Internet retailing	80 units	30.18
Softto Slimming Soap	Softto Co. Ltd.	Supermarket	150 g	3.31
Softto Slimming Gift Set	Softto Co. Ltd.	Hypermarket	150 g	12.48
Softto Slimming Soap	Softto Co. Ltd.	Hypermarket	150 g	3.93
Softto Slimming Soap (150g) soap	Softto Co. Ltd.	Chemist/pharmacy	150 g	3.95
Sunrana Abdomen Slimming Essence (100g) cream	Zhuhai Sunrana Cosmetics Co. Ltd.	Chemist/pharmacy	100 g	18.64
Sunrana Perfect Slim Patch	Zhuhai Sunrana Cosmetics Co. Ltd.	Internet retailing	7 units	18.64
Sunrana Slimming Cream	Zhuhai Sunrana Cosmetics Co. Ltd.	Chemist/pharmacy	100 g	18.64
Sunrana Slimming Cream	Zhuhai Sunrana Cosmetics Co. Ltd.	Chemist/pharmacy	2 x 5 units	31.28
Triple Effects Diet Patch	Hubei Zhonghe Bencao Pharmaceutical Co. Ltd.	Supermarket	2 x 5 units	31.28
Unicity Xianti Xiuhu Cream	Royal Numico Group	Chemist/pharmacy	1 units	68.73
Zino Slimming SPA	Hong Kong Newimmax International Co. Ltd.	Internet retailing	200 ml	15.48
K-Lex Crab Shell Powder Capsules	Shanghai Kang Long Health Co. Ltd.	Internet retailing	60 units	24.02
LF Slimming Cream	Healthy International Ltd.	Internet retailing	120 ml	58.14

**Source:** Euromonitor International, 2012



## DEFINITIONS (as defined by Euromonitor, Intl.)

### **Weight Management**

This category contains meal replacement options, over the counter drugs and supplements especially formulated and marketed as being suitable for individuals who want to lose or control their weight. Weight management is the aggregation of weight loss supplements, OTC obesity, slimming teas, meal replacement slimming products and other slimming products.

### **Meal Replacement Slimming**

Defined as commercial dietetic foods and beverages especially formulated and marketed as being suitable for individuals who want to lose or control their weight. These products are often nutritionally fortified, calorie-restricted, and high in protein to help dieters achieve a calorie-restricted diet without sacrificing nutritional requirements. They are consumed as a replacement for a meal or as a nutritional complement. Product types include shakes, powders, soup and bars. Includes calorie-reduced ready meals.

### **Slimming Teas**

All of herbal and non-herbal slimming teas are included if positioned as a slimming aid. Green tea and detox teas, if positioned as a slimming aid, are included.

### **Weight Loss Supplements**

Includes supplements positioned as actively aiding weight loss. Main product types are: appetite suppressants, blockers (e.g. fat/carb blockers), thermogenics (fat burners), and craving suppressants. Herbal and non-herbal products are included. Detox tablets, if marketed as a slimming aid, are included. Excludes prescription-bound or OTC slimming tablets, and pure 'energy boosting' tablets.

### **Other Slimming Products**

Includes other types of slimming products, such as diet patches. Fibre-enhanced drinks are also included, if positioned as actively aiding in weight loss. Beverages containing active ingredients that aid in weight loss are also included. Low-calorie/functional drinks or food such as diet carbonates or low-calorie ready meals are not included.





## RESOURCES

- American Diabetes Association. "Globalization of Diabetes: The role of diet, lifestyle, and genes." June 2011. vol. 34. no. 6-1249-1257 <http://care.diabetesjournals.org/content/34/6/1249>
- Bloomberg. "China's Urban Population Exceeds Countryside for First Time." January 17, 2012 <http://www.bloomberg.com/news/2012-01-17/china-urban-population-exceeds-rural.html>
- China Ministry of Health.  
[http://english.gov.cn/2005-10/09/content\\_75326.htm](http://english.gov.cn/2005-10/09/content_75326.htm)
- China Administration of Quality Supervision Inspection and Quarantine (AQSIQ)  
<http://www.aqsic.net/>
- China.org.cn. "Schools must publish food subsidy accounts." August 30, 2012  
[http://www.china.org.cn/china/2012-08/30/content\\_26378150.htm](http://www.china.org.cn/china/2012-08/30/content_26378150.htm)
- CIA Factbook—China.  
<https://www.cia.gov/library/publications/the-world-factbook/geos/ch.html>
- CNN. "China's '1,000 Pound' rappers tackle obesity." John Vause. June 23, 2010.  
<http://edition.cnn.com/2010/WORLD/asiapcf/06/23/china.obesity.singers/?fbid=dS-1CviO3Y->
- Credit Suisse. Global Wealth Report 2012.  
<https://infocus.credit-suisse.com/app/home/index.cfm?fuseaction=OpenHome&lang=EN>
- Dieting Direction. "Chinese Methods to Combat Obesity." August 20 2012  
<http://www.dietingdirection.com/chinese-methods-to-combat-obesity/>
- E-How. "How to Lose Weight Fast With Chinese Medicine."  
[http://www.ehow.com/how\\_4760149\\_lose-weight-fast-chinese-medicine.html](http://www.ehow.com/how_4760149_lose-weight-fast-chinese-medicine.html)
- Euromonitor International. "Weight Management in China." Category Briefing. February 2012, and  
"Countries and Consumers Annual Data Statistics." January 2012, and  
"Consumer Health in China." February, and  
"Protein powder flexes its muscles outside sports nutrition." November 7, 2012, and  
"China Consumer Health Brand Statistics. 2012  
<http://www.portal.euromonitor.com/Portal/Pages/Search/SearchResultsList.aspx>
- Forbes.com. "Fat In China." Dan Ackman. October 13, 2004.  
[http://www.forbes.com/2004/10/13/cx\\_da\\_1013topnews.html](http://www.forbes.com/2004/10/13/cx_da_1013topnews.html)
- Food Navigator-Asia.com "Adding thought to China's health market." February 23, 2012.  
<http://www.foodnavigator-asia.com/Policy/Adding-thought-to-China-s-health-market>; and  
"Food retailers must face up to online in China." November 6, 2012.  
<http://www.foodnavigator-asia.com/Markets/Food-retailers-must-face-up-to-online-in-China>
- Hurun/China Industrial Bank Report. "China's rich spend on travel, health and education: report." March 29, 2012. Yahoo News.  
<http://sg.news.yahoo.com/chinas-rich-spend-travel-health-education-report-160641874.html>
- Livestrong. "Chinese Tips for Losing Belly Fat." July 13 2010  
<http://www.livestrong.com/article/173236-chinese-tips-for-losing-belly-fat/>
- Mintel. Mintel Patent Perspectives. "Antiobesity agents and appetite suppressants." September 2012  
[http://www.gnpd.com/sinatra/gnpd/editorial&ed\\_type=allreviews/&s\\_item=browse\\_all#page=3&item\\_id=20010866](http://www.gnpd.com/sinatra/gnpd/editorial&ed_type=allreviews/&s_item=browse_all#page=3&item_id=20010866), and  
"Satiating bars with glucomannan and L-carnitine for slimming.", and  
"Fat burning green coffee & guarana enriched instant coffee.", September 2012 and  
[http://foodanddrink.mintel.com/search?q=fat+burning+green+coffee+and+guarana+enriched+instant+coffee&search\\_domain=all&x=12&y=12](http://foodanddrink.mintel.com/search?q=fat+burning+green+coffee+and+guarana+enriched+instant+coffee&search_domain=all&x=12&y=12)  
"Products with simple health claims stand out from the crowd.", and  
"Slow release cookie bar enriched with vitamins."
- Mintel Global New Product Database. New Tea products containing green tea or pu-erh tea.
- Marketsmonitor. "China Fast Food Analysis." February 2009.
- Nutraceuticals World. "Inside China: Dietary Supplement Industry Update." November 1 2012. Jeff Crowther  
[http://www.nutraceuticalsworld.com/issues/2012-11/view\\_features/inside-china-dietary-supplement-industry-update/](http://www.nutraceuticalsworld.com/issues/2012-11/view_features/inside-china-dietary-supplement-industry-update/)





- ScienceDaily. "Rural to Urban Migration Associated with Increased Obesity and Diabetes Risk in India." May 3, 2010  
<http://www.sciencedaily.com/releases/2010/04/100427171654.htm>
- SlimmingSolutions. Weight Loss Teas. Sourced 2013.  
<http://www.theweighttosediet.com/slimming-teas.html>
- State Food and Drug Association (SFDA) China.  
<http://eng.sfda.gov.cn/WS03/CL0755/>
- The Atlantic. "Are Vegetables and Exercise Causing Childhood Obesity in China", July 20, 2011  
<http://www.theatlantic.com/health/archive/2011/07/are-vegetables-and-exercise-causing-childhood-obesity-in-china/242269/>
- The Telegraph. Beijing. "China's children to fight obesity at Fat Camp." 24 September 2000.  
<http://www.telegraph.co.uk/news/worldnews/asia/china/1356606/Chinas-children-to-fight-obesity-at-Fat-Camp.html>
- The UK Daily Mail. "Chinese Students resort to eating roundworm eggs to ensure job interviews." December 2010.  
<http://www.dailymail.co.uk/news/article-1342985/Female-Chinese-students-resort-eating-roundworm-eggs-ensure-look-job-interviews.html#ixzz2CyCCKY7b>
- University of Naples. Department of Agricultural Economics and Policy. "New Trends in Chinese Diet: Cultural Influences on Consumer Behaviour." 2011.
- US-China Today. "Obesity in China: Waistlines are Expanding Twice as fast as GDP." April 8, 2011. Sky Patterson  
[http://uschina.usc.edu/w\\_uscishowarticle.aspxarticleID=16595&AspxAutoDetectCookieSupport=1](http://uschina.usc.edu/w_uscishowarticle.aspxarticleID=16595&AspxAutoDetectCookieSupport=1)
- US-China Today. "Ni Hao, Would You Like Fries With That?" July 31 2009. Yao Xu.  
[http://uschina.usc.edu/article@usct?update\\_ni\\_hao\\_would\\_you\\_like\\_fries\\_with\\_that\\_13865.aspx](http://uschina.usc.edu/article@usct?update_ni_hao_would_you_like_fries_with_that_13865.aspx)
- US-China Institute, University of Southern California. April 2011
- USDA Foreign Agricultural Service. GAIN Report. "The Food Safety Management System in China." April 26, 2013 Report No. CH13020  
[http://gain.fas.usda.gov/Recent%20GAIN%20Publications/The%20Food%20Safety%20Management%20System%20in%20Bei\\_jing\\_China%20-%20Peoples%20Republic%20of\\_4-26-2013.pdf](http://gain.fas.usda.gov/Recent%20GAIN%20Publications/The%20Food%20Safety%20Management%20System%20in%20Bei_jing_China%20-%20Peoples%20Republic%20of_4-26-2013.pdf)
- US National Library of Medicine, National Institute of Health. "Rimonabant for the treatment of overweight and obese people.", October 13, 2009  
<http://www.ncbi.nlm.nih.gov/pubmed/19846024>
- USA Today. "Obesity of China's kids stuns officials." January 2007.  
[http://usatoday30.usatoday.com/news/world/2007-01-08-chinese-obesity\\_x.htm](http://usatoday30.usatoday.com/news/world/2007-01-08-chinese-obesity_x.htm)
- The World Bank. East Asia and Pacific Economic Update 2012. Volume 2.  
<http://www.worldbank.org/content/dam/Worldbank/document/eap-update-dec-2012-full-report.pdf>



### **Dieting Trends in China**

© Her Majesty the Queen in Right of Canada,  
represented by the Minister of Agriculture and Agri-Food (2014).

### **Photo Credits**

All photographs reproduced in this publication are used by permission of the rights holders.  
All images, unless otherwise noted, are copyright Her Majesty the Queen in Right of Canada.

For additional copies, to request an alternate format, and for all other inquiries regarding this publication,  
please contact:

Agriculture and Agri-Food Canada, Global Analysis Division  
1341 Baseline Road, Tower 5, 4th floor  
Ottawa, ON  
Canada K1A 0C5  
E-mail: [infoservice@agr.gc.ca](mailto:infoservice@agr.gc.ca)

The Government of Canada has prepared this report based on primary and secondary sources of information. Although every effort has been made to ensure that the information is accurate, Agriculture and Agri-Food Canada (AAFC) assumes no liability for any actions taken based on the information contained herein.

Reproduction or redistribution of this document, in whole or in part, must include acknowledgement of Agriculture and Agri-Food Canada as the owner of the copyright in the document, through a reference citing AAFC, the title of the document and the year. Where the reproduction or redistribution includes data from this document, it must also include an acknowledgement of the specific data source(s), as noted in this document.

Agriculture and Agri-Food Canada provides this document and other report services to agriculture and food industry clients free of charge.