



Health and Wellness in China

January 2026

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EXECUTIVE SUMMARY

Most health and wellness claims show growth in volume and current value terms

INDUSTRY PERFORMANCE

Products with sugar- and fat-related claims profit from growing concerns about obesity
Interest in clean label varieties continues to rise

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Outlook for health and wellness remains broadly favourable

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HW Hot Drinks in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health-consciousness continues to lift overall demand

INDUSTRY PERFORMANCE

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No sugar remains the leading health and wellness claim
Preventive health trend continues to buoy demand for probiotic products

WHAT'S NEXT

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HW Soft Drinks in China

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2024 DEVELOPMENTS

Chinese consumers continue to make healthier soft drinks choices

INDUSTRY PERFORMANCE

Growing preference for clean label varieties especially pronounced in RTD tea
Energy boosting remains the leading health and wellness claim in value terms
Preventive health trend continues to favour good source of vitamins soft drinks

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INDUSTRY PERFORMANCE

Snacks perceived to aid weight management efforts increasingly favoured

Vegetarian becomes the top health and wellness claim in 2024

Interest in natural snacks remains strong despite drop in total sales

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KEY DATA FINDINGS

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Health and wellness variants feature prominently among new launches

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Growing adoption of healthier eating habits lifts overall demand

INDUSTRY PERFORMANCE

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Vegetarian remains the top health and wellness claim in 2024
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HW Staple Foods in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Majority of claims record positive results in volume and current value terms

INDUSTRY PERFORMANCE

- High fibre, low salt and organic staple foods gain popularity
- Vegetarian still the leading health and wellness claim in value terms
- Obesity concerns continue to bolster demand for low fat options

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