Health and Wellness in China

January 2026

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Health and Wellness in China

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

WHAT'S NEXT

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

Obesity concerns encourage reformulation of popular other hot drinks brands

No sugar remains the leading health and wellness claim

Preventive health trend continues to buoy demand for probiotic products

WHAT'S NEXT

Clean label products expected to win over more consumers

No sugar and immune support claims likely to experience contrasting fortunes

Interest in probiotic hot drinks set to remain strong

CATEGORY DATA

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HW Soft Drinks in China

KEY DATA FINDINGS

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

WHAT'S NEXT

Products with functional, plant-based and natural claims set to become more popular

Energy boosting and no sugar soft drinks retain solid growth prospects

Outlook for good source of vitamins claim remains favourable

CATEGORY DATA

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HW Snacks in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising health awareness and busy lifestyles continue to boost sales

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

WHAT'S NEXT

Snacks with functional benefits set to become more popular

Vegetarian projected to remain the leading claim in value terms

Overall demand for natural products expected to rebound

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

HW Dairy Products and Alternatives in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Most claims show strong growth in volume and current value terms

Health and wellness variants feature prominently among new launches

Good source of minerals remains the leading health and wellness claim
Probiotic sales depressed by falling demand in yoghurt

WHAT'S NEXT

Diversification of milk sources set to become more visible
Good source of minerals products well placed to profit from population ageing
Probiotic powder milk will continue to gain popularity among older demographics

CATEGORY DATA

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HW Cooking Ingredients and Meals in China

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing adoption of healthier eating habits lifts overall demand

INDUSTRY PERFORMANCE

Penetration of health and wellness products rises across cooking ingredients and meals
Vegetarian remains the top health and wellness claim in 2024
Organic varieties continue to gain popularity

WHAT'S NEXT

Government policies bode well for products with fat- and sugar-related claims
Vegetarian cooking ingredients and meals retains solid growth prospects
Interest in organic options will continue to increase

CATEGORY DATA

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