

SHENZHEN INTERNATIONAL NUTRITION & HEALTH INDUSTRY FAIR 2025

2025.12.16-18
Shenzhen World



POST SHOW REPORT



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EXHIBITION REVIEW

During December 16-18, 2025, the "Healthplex Expo, Natural & Nutraceutical Products Shenzhen" (HNCEXPO-Shenzhen) was successfully held at the Shenzhen World Exhibition & Convention Center.

As an internationally renowned exhibition for finished nutrition and health products, it was co-located with "Hi & Fi Shenzhen", creating a comprehensive exhibition of health industry in Shenzhen "Shenzhen International Nutrition and Health Industry Fair", covering the entire process from ingredients to processing and finished products.

The fair fully leveraged the Greater Bay Area's industrial concentration to create a professional platform integrating brand showcase, trend launches, technical exchange and business matchmaking. It drew strong participation from companies across the global health and nutrition supply chain.

2025 HNCEXPO-Shenzhen along with spanning health, processing and packaging, catering, coffee and tea, hospitality, furniture, cleaning and lifestyle exhibitions, jointly formed the Connexion Shenzhen 2025 which achieved an overall scale of **200,000** square meters, covered 12 exhibition halls, and attracted over **2,500** enterprises from around the world to participate. A total of **115,045** trade visits were recorded at the Connexion

Shenzhen 2025, representing a broad mix of distributors and agents, import and export traders, retailers and manufacturers. International buyer attendance increased strongly, up **28%** year on year, underscoring the exhibitions' global reach and resource integration capability.

Responding to the continued upgrading of health consumption in China and overseas markets, the "HNCEXPO-Shenzhen" presented a comprehensive ecosystem of products and services across all life stages. Exhibits spanned nutritional and health foods, dietary supplements, diet therapy and TCM, beauty and skin care, weight management, light meals, natural organic products, healthy water and premium oils, intelligent devices, and household health devices. The exhibition not only attracted a substantial number of domestic professional visitors but also welcomed overseas buyers from over **80** countries and regions, including Thailand, Malaysia, Singapore, Russia, South Korea, Indonesia, Canada, and Australia. The total visitor number rose by **57%** year on year, reaching a new high. Professional buyers including brand owners, distributors, channel partners and agents engaged in productive meetings and in-depth discussions with exhibitors. The vibrant atmosphere saw frequent expressions of cooperation intention, fully demonstrating the vitality and growth potential of the global health and nutrition industry.

Alongside the exhibition showcase, more than 30 high-quality themed forums and activities were held concurrently, which focused on current priorities including the latest policies and regulations, cross-border compliance, applications of tonic foods, synthetic biology for anti-aging, brand building and trust-based marketing, digital adoption, and product R&D. Industry experts, corporate leaders, media and institutional representatives offered forward-looking insights into the future development of the industry.



FEATURED EXHIBITORS



*Listed in no particular order

VISITOR ANALYSIS

Visitor Source



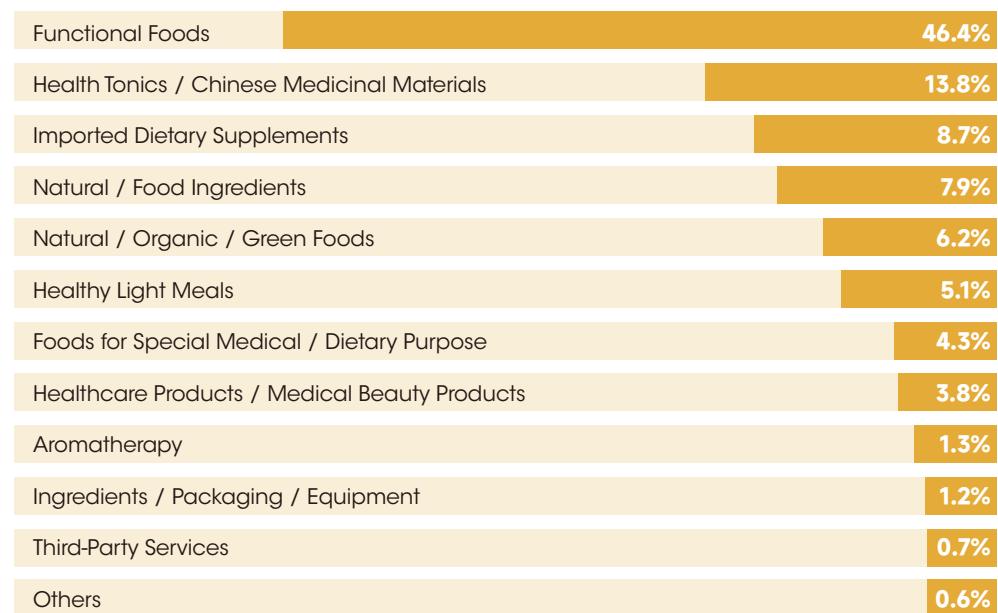
Decision-Making Power



Visitor Position



Visitors Were Looking For



Satisfaction with the Exhibition



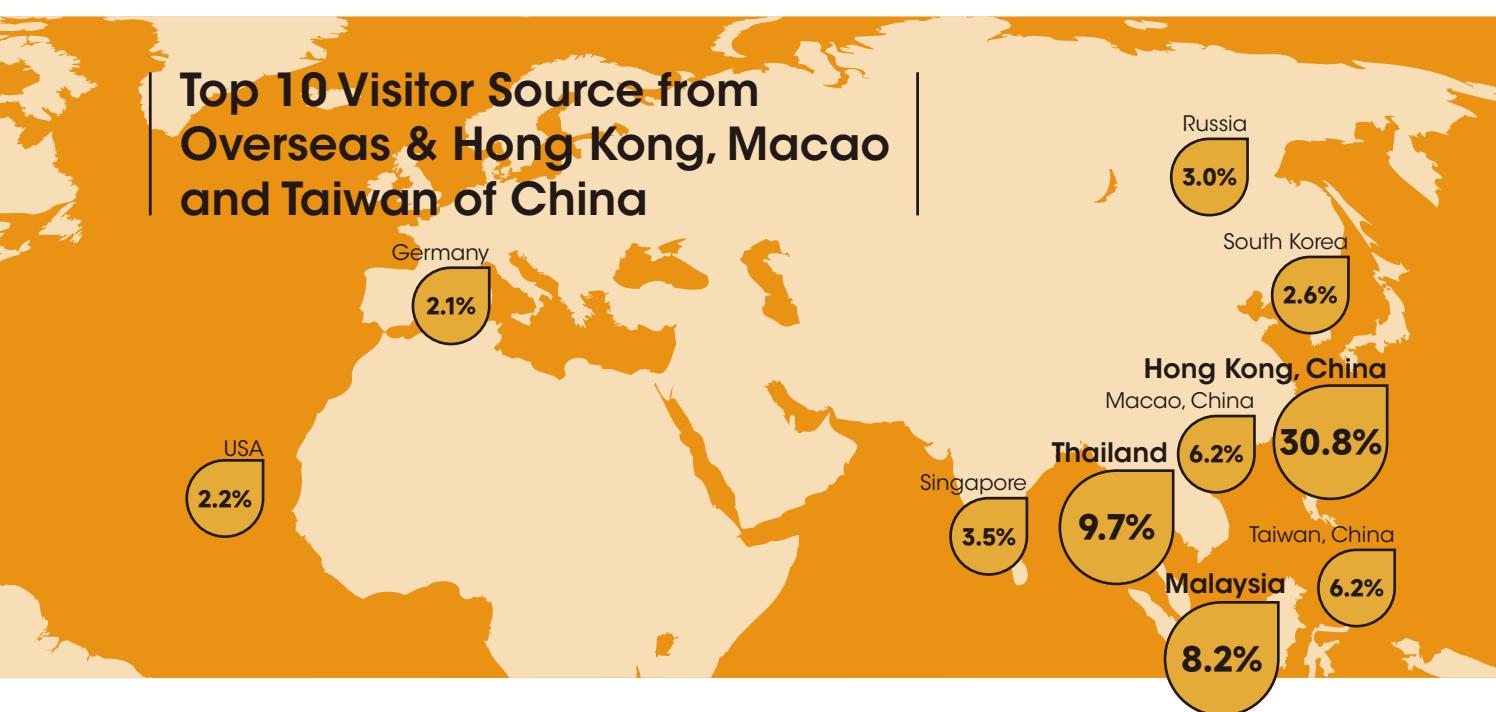
Possibility to Visit HNC Shenzhen Again



Possibility to Recommend HNC to Friends or Colleagues



Top 10 Visitor Source from Overseas & Hong Kong, Macao and Taiwan of China



TOP 10 Domestic Visitor Source

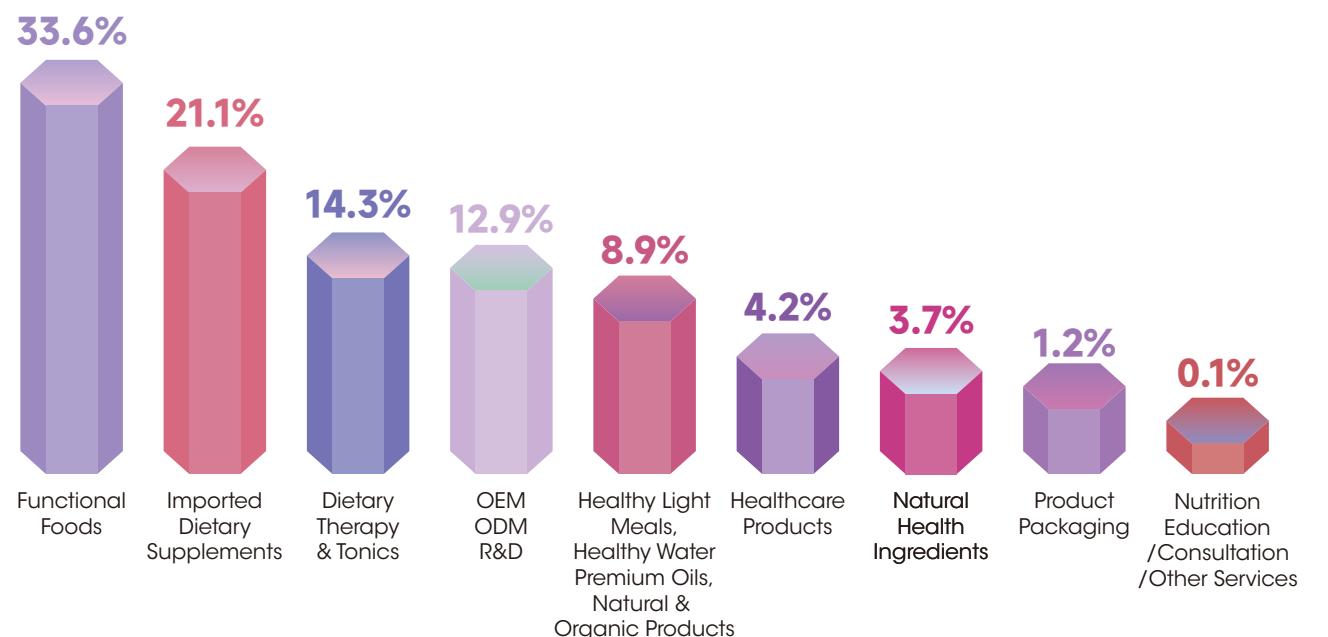


Visiting Purpose



EXHIBITOR ANALYSIS

Exhibit Categories



Satisfaction with the Exhibition



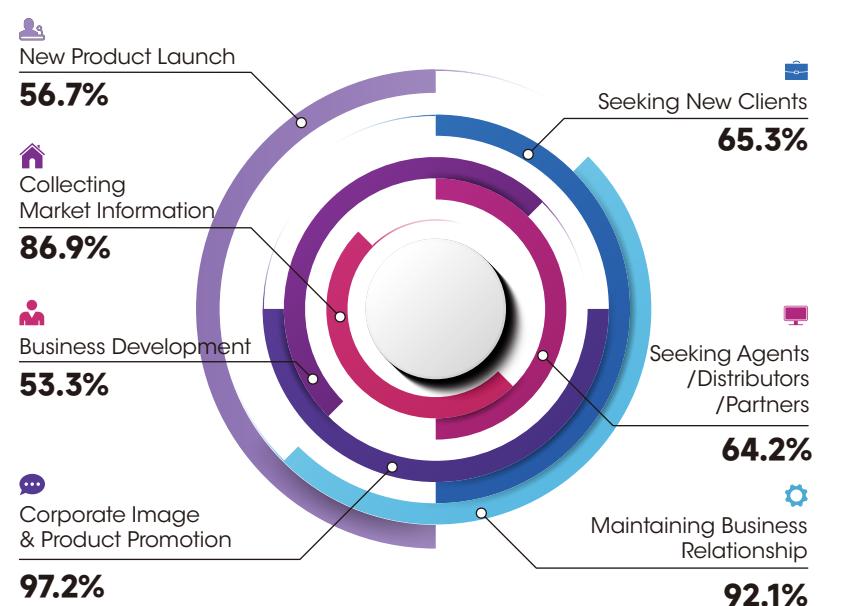
Possibility to Recommend HNC to Friends or Colleagues



Market Which Exhibitors Focus on



Exhibiting Purpose



ONSITE ACTIVITIES



The 15th Nutraceutical Industry Development Conference (NIDC)

Organizers: CCCMHPIE / SINOEXPO INFORMA MARKETS

Co-Organizer: THE DIETARY SUPPLEMENT PROFESSIONAL COMMITTEE OF CCCMHPIE

Supporter: MOONBIOTECH

The NIDC forum brought together representatives from regulatory authorities, research institutions, international standard-setting organizations, and industry leaders. Distinguished speakers from Shenzhen Customs, the University of Macau, the United States Pharmacopeial Convention (USP) China, as well as companies including By-Health, Early Data, Moon Biotech, Nanning Harworld, and Shanghai NanoSynergy were invited to share insights. Discussions centered on key topics such as import regulatory policies, standards development, scientific research breakthroughs, innovation in ingredients and technologies, cross-border trade channels, and market intelligence, injecting fresh momentum into the high-quality development of the health and nutrition industry. The forum attracted more than 150 on-site participants.



The Medicine & Food Homology Industry Forum 2025



Organizer: AUTHENTIC MEDICINAL MATERIAL BRANCH OF CHINA MEDICAL PHARMACEUTICAL MATERIAL ASSOCIATION

The forum focused on the integration of traditional Chinese medicine and the modern food industry, a core growth area of the health sector. The forum convened more than 150 authoritative experts, scholars, and corporate representatives from government, industry, academia, research, and application fields. In-depth discussions and exchanges were conducted around critical topics including technological innovation, standards development, and market expansion. The forum not only provided a valuable platform for industry exchange and collaboration, but also pooled collective wisdom and offered clear direction for the future development of the medicine and food homology industry.

The 8th Forum on Nutrition and Special Foods



Organizers: CCCMHPIE / CHINA HEALTH CULTURE ASSOCIATION NUTRITION AND SPECIAL FOOD PROFESSIONAL COMMITTEE

The forum focused on three of the most pressing issues in the industry: the tightening of cross-border e-commerce regulation, adjustments to the overseas enterprise registration system under the General Administration of Customs of China (GACC), and the official implementation of digital labeling policies. Multiple industry experts were invited to interpret regulatory trends, analyze risks and challenges, and explore response strategies and breakthrough pathways for cross-border enterprises, while also sharing new opportunities arising from digitalized regulatory frameworks. The forum featured six thematic presentations and four hours of in-depth discussion, with active participation from more than 150 on-site attendees.

The Future of Synthetic Biology in Anti-Aging Applications —New Nutrition Synthetic Biology Anti-Aging Forum 2025

Organizers: NEW NUTRITION BUSINESS / NUTRITION BOX / JING HE DAO

The New Nutrition Synthetic Biology Anti-Aging Forum 2025 brought together leading industry figures and R&D experts from organizations including Early Data, Great Idea Brand, Zhongzhan Nutrition, KingTest, KMHD, Tai He Xi, K-Lex, Honine's Peptide, Cabio Biotech, Shanghai EGT, NNB Nutrition, and Siyomicro. Centered on the theme "The Future of Synthetic Biology in Anti-Aging Applications," the forum showcased frontier trends and the latest research findings in nutrition science for 2025, jointly exploring innovation pathways and industrial development in the anti-aging field, and supporting enterprises in strategically positioning themselves within the rapidly evolving anti-aging market.



Health Industry Innovative Marketing Forum 2025

Organizers: CCCMHPIE / SINOEXPO INFORMA MARKETS
Co-Organizers: ZHONGZE MEDIA / FEIGUA

The forum convened industry experts, corporate representatives, and senior marketing practitioners to explore innovative marketing approaches and sustainable development pathways for the health industry under the new market landscape. Speakers provided in-depth analysis of key trends shaping the health sector within social media and e-commerce ecosystems in 2025, and examined opportunities across areas such as brand positioning strategies, the S2B2C social commerce model, emerging trust-based marketing approaches, ecosystem operations on WeChat Channels, and nutrition and health management as a segmented growth market. Attracting more than 150 professional attendees, the forum combined forward-looking trend insights with practical case studies to establish a high-value exchange platform, empowering enterprises to seize market opportunities, build brand trust, and achieve sustainable business growth.



The Nutrition & Health Industry Innovation Ecosystem Forum 2025

Organizers: HEALTH CARE FOOD PROFESSIONAL ASSOCIATION OF GUANGDONG PROVINCE / SINOEXPO INFORMA MARKETS

This forum focused on cross-sector collaboration models, technological innovation, and service upgrading. It brought together top industry experts, founders of leading enterprises, and front-line practitioners from across the country. Through keynote speeches, case studies, and interactive discussions, participants analysed cutting-edge technologies, innovative applications, and industry trends in the fields of food, nutrition, and health, offering enterprises actionable insights into innovation and development pathways, and jointly exploring sustainable growth opportunities for the nutrition and health industry.

The Greater Bay Area Nutrition, Health & Digitalization Forum 2025

Organizers: SHENZHEN ASSOCIATION FOR THE DEVELOPMENT & PROMOTION OF HEALTH INDUSTRY / SHENZHEN HEALTH CARE ASSOCIATION
Supporter: JOINT PARTY COMMITTEE OF SHENZHEN HEALTH INDUSTRY ASSOCIATION
Co-Organizer: SHENZHEN SOCIAL ORGANIZATION EXCHANGE SERVICE EXHIBITION POINT (MEDICAL & HEALTH FIELD)

The forum focused on core themes within the health industry, covering three key dimensions: theoretical foundations, product-level practices, and digital empowerment. Combining in-depth theoretical analysis with practical implementation experience, the forum facilitated comprehensive discussions among industry experts, scholars, corporate leaders, and representatives from industrial organizations on topics including technological innovation, data transactions, and market trends. Beyond serving as an efficient platform for communication and collaboration, the forum clearly articulated development trends and innovation pathways for the health industry in the context of digital transformation. Its outcomes are expected to further promote resource integration across the industry, help stakeholders capitalize on opportunities presented by the digital economy, and support the achievement of high-quality and sustainable development, contributing collective industry strength toward the realization of better health for all.

Overseas Buyers Business Matchmaking (Health & Nutrition)

Organizer: SINOEXPO INFORMA MARKETS

The HNC Shenzhen Overseas Buyers Business Matchmaking event gathered professional buyers from **Thailand, Canada, Italy, India, Egypt, Pakistan, Morocco**, and other countries. More than **50** exhibiting companies with foreign trade ambitions participated in the matchmaking sessions, resulting in **150+** business meetings. Through one-on-one negotiations and direct product sourcing, the event enabled exhibitors to efficiently connect with international market resources, gain insights into overseas demand trends, and capture emerging cross-border trade opportunities, thereby fostering international exchange and cooperation within the health and nutrition industry.



New Health Engine – 1V1 Product Matchmaking with E-Commerce Channels

Organizers: GUANGDONG PROVINCE ELECTRONIC COMMERCE ASSOCIATION / SINOEXPO INFORMA MARKETS

The 1V1 Product Matchmaking with E-Commerce Channels was strategically aligned with the ongoing upgrade of health consumption, aiming to create an efficient direct-connection platform between exhibitors and e-commerce channels. The event featured the participation of major platforms such as Taobao Live, Xiaohongshu and Kuaishou, alongside prominent MCN agencies and e-commerce live streamers, including Be Friends, Sibu Group, Weiyu Shidai, Sunchain Media, Yoozy Cultur, Dandelion Digital, TOPSKY, IPLINK, Superstar Culture Media, Yangyang Haowu, Naiba Lege, Zeng Zong Couple, Zhang Shuting, etc. Engaging with more than **80** exhibitors, the event facilitated **200+** closed-door one-on-one business meetings across high-potential segments including dietary supplements, tonic foods, ingestible beauty, smart health devices, healthy light meals, etc.

Healthy China 2030

The 4th Forum on Innovation and Development of Healthy Food



Organizers: GUANG DONG INSTITUTE OF FOOD SCIENCE AND TECHNOLOGY / SINOEXPO INFORMA MARKETS

This conference focused on the innovation and development of healthy food, including health ingredients and food additives. It featured keynote speeches by several authoritative and renowned experts. Over a hundred scholars from higher education institutions and research institutes, as well as food enterprise managers and R&D professionals from within and outside the province, gathered to discuss the healthy food industry.

2025 Seminar on Food-Medicine Homology and Integration of Chinese Cuisine Nutrition and Dietary Industry & Annual Conference of Guangdong Biotechnology Industrialization Promotional Council



Organizers: GUANGDONG BIOTECHNOLOGY INDUSTRIALIZATION PROMOTIONAL COUNCIL / SINOEXPO INFORMA MARKETS

This event focused on the core needs of the food-medicine homologous substances field and brought together top domestic and international experts. Key topics such as innovative applications of food-medicine homologous substances, the "3-2-1" industry integration model, functional ingredients, and the development prospects of the health and wellness industry were explored. Concurrently, the Guangdong Biotechnology Industrialization Promotion Council Annual Conference was held, providing a high-end platform for industry professionals to engage in technical exchanges, resource connections, and brand showcasing.

2025 Greater Bay Area Functional Food Innovation Forum & 2025 Greater Bay Area Functional Food Innovation Awards Ceremony

Organizers: SHENZHEN FOOD INDUSTRY ASSOCIATION / SINOEXPO INFORMA MARKETS

The forum focused on the theme of "Functional Food Innovation" and brought together over 150 experts in the fields of functional food and food-medicine homologous substances from the Greater Bay Area. Participants explored the development directions and opportunities for functional food innovation in the region. The event also featured the "2025 Greater Bay Area Functional Food Innovation Awards Ceremony," where experts, scholars, renowned business leaders, and industry associations served as judges. Awards such as "2025 Greater Bay Area Functional Food Innovation Enterprise," "2025 Greater Bay Area Functional Food Innovation Ingredient," and "Best Innovative Functional Food of the Year" were presented.



Overseas Ingredient Buyer Matchmaking

Organizer: SINOEXPO INFORMA MARKETS

This event invited 15 overseas buyers to the site for ingredients procurement. The buyers' procurement demands covered high-quality ingredients such as plant extracts and collagen peptides. Through precise matching services, it helped domestic suppliers expand international sales channels and establish long-term cooperative relationships.

Health & Nutrition Communication Salon

Organizers: CCCMHPIE / SINOEXPO INFORMA MARKETS

The Health & Nutrition Communication Salon was successfully held on December 17. During the salon, several prestigious awards were officially announced and presented, including the "Greater Bay Area Premier Food Ingredients Award," the "Health Industry Technological Innovation Excellence Award," the "Outstanding Contribution to Health & Nutrition Award," and the "Annual Intelligent Manufacturing Award in Health & Nutrition," recognizing industry pioneers and exemplary innovators who have made outstanding contributions. The salon featured a vibrant and engaging atmosphere, with well-curated programs enhancing interaction and exchange, while lucky draws added further excitement and energy. Concluding successfully through knowledge sharing and dynamic idea exchange, the salon effectively strengthened in-depth industry connections and collaboration, inspiring stakeholders to work together to inject sustained momentum into the growth and prosperity of the health and nutrition industry.



EXHIBITOR QUOTES

SIRIO PHARMA CO., LTD.

We sincerely thank the organizers for its meticulous planning and organization. At this year's HNC expo, Sirio's booth attracted significant attention, the forum sessions were of high quality, and numerous cooperation opportunities were generated. The exhibition ran efficiently and smoothly, complemented by a rich program of concurrent events. Our key business offerings received enthusiastic responses, particularly our diversified solutions focused on maternal, infant, and child nutrition. We look forward to continued collaboration in the future to create even greater success together.

DMEGADAIRY LIMITED

From the targeted matchmaking with professional visitors to the careful curation of topics at concurrent forums, every aspect of the HNC Shenzhen 2025 was designed to ensure a high level of professional quality. During the exhibition, we successfully reached multiple cooperation agreements and, through in-depth exchanges with industry partners, identified new pathways for future development. We look forward to renewing our collaboration at the next edition and jointly supporting the upgrading and advancement of the industry.

WRIGHT LIFE PHARMACEUTICAL LIMITED

As a nutrition and health brand rooted in Hong Kong for 14 years, Wright Life has always cherished every opportunity to grow alongside the HNC Shenzhen. HNC is not merely a display platform, but a true "connector" for the industry—it has brought our innovations to a broader market and helped embed our brand philosophy of "focusing on nature, caring for health" more deeply in the minds of consumers. We look forward to continuing this journey with HNC and jointly building a new ecosystem for the industry.

WEIHAI BAIHE BIOLOGY TECHNOLOGICAL CO., LTD. (BIOHIGH)

As an important strategic partner of HNC, BIOHIGH leveraged the HNC Shenzhen 2025 platform to co-host the Sixth Nutrition and Health Food Innovation Forum during the exhibition, in collaboration with its overseas factory in New Zealand. The forum brought together industry experts to explore pathways for innovation and development, while also enabling BIOHIGH to build connections with professional visitors, industry leaders, and potential clients through the exhibition platform. We look forward to further strengthening the cooperation with HNC and jointly driving the upgrading and high-quality development of the industry.

HUBEI LI SHIZHEN CHINESE MEDICINE HOLDING GROUP

We sincerely thank the organizers of HNC for their professional organization, providing us with an unparalleled platform in the industry. Through HNC, we not only efficiently showcased over 500 popular products, but also established strong connections with numerous potential customers, distributors, and industry partners, gaining valuable market feedback and cooperation intentions, and significantly enhancing our brand influence. We deeply appreciate the organizer's dedication and meticulous attention to topic selection, visitor organization, on-site services, and industry collaboration.



JIANGSU HANDIAN BIOTECHNOLOGY CO., LTD.

We sincerely thank the HNC Shenzhen for providing a high-quality and professional platform for industry exchange. Handian Biotechnology has been deeply engaged in the nutrition, health, and functional food sectors for over 30 years. Leveraging its global OEM/ODM service system, the company presented a comprehensive range of multi-dosage solutions, including tablets, powders, hard capsules, soft capsules, and functional gummies. Particular emphasis was placed on its core strengths in gummy formulations and innovative nutrition pack product formats, showcasing end-to-end capabilities spanning R&D innovation, intelligent manufacturing, and compliant delivery. Through in-depth exchanges with industry partners from China and abroad, we continue to expand the boundaries of global cooperation to promote sustained innovation and high-quality development across the industry.



DUNKANG BIOTECHNOLOGY CO., LTD.

We extend our heartfelt thanks to HNC for creating a professional and efficient industry platform. Backed by a 2,600-mu geographical indication plantation for Citri Grandis Exocarpium (Huajuhong), Dunkang empowers its Lung-Care premium product series through the integration of intangible cultural heritage technologies and global resources, delivering full-dosage health solutions. The exhibition delivered encouraging results, and we look forward to continuing our collaboration with HNC to create new highlights for the industry.

YUNKANG HEALTH INDUSTRY (GUANGZHOU) CO., LTD.

The HNC Shenzhen has concluded successfully. As an exhibitor, we highly commend the exhibition's professional standards and organizational efficiency. We sincerely appreciate the organizer's meticulous planning and on-site support, which provided strong backing for enterprises to showcase their core products and expand cooperation channels. Our participation yielded substantial results, not only deepening industry connections but also clarifying our future development direction. We look forward to joining hands again at the next edition to further explore new frontiers in the industry.

DONGYING ZUONING BIOTECHNOLOGY CO., LTD.

The HNC Shenzhen 2025 has come to a successful close. We appreciate the organizer's thoughtful organization and professional services. As a rapidly emerging manufacturing facility in the functional health food sector, Dongying Zuoning was able to fully demonstrate its corporate strength and enhance its brand visibility through this platform. The exhibition bridged efficient connections and professional communication between our company and clients, laying a solid foundation for future cooperation. We look forward to continuing our collaboration with the organizer and jointly opening a new chapter for the health industry.

GUANGDONG BOSIONCREATE HEALTH TECHNOLOGY CO., LTD.

At HNC Shenzhen 2025, Bosioncreate not only gained a large number of targeted clients and cooperation leads, but also received the "2025 Functional Ingredient Application Innovation Certification" and the "Health Industry Technological Innovation Excellence Award", gaining recognition of our scientific research and innovation capabilities. The organizer demonstrated attentive and efficient execution. We look forward to partnering again next year.

SHANGHAI LING SHEN TECHNOLOGY CO., LTD.

The HNC Shenzhen 2025 was large in scale and professionally organized, providing an outstanding platform for trade and exchange for exhibitors in the tonic and nourishing product sector. The exhibition brought together high-quality buyers and industry peers from around the world, facilitating extensive and efficient matchmaking and cooperation. The rich program of concurrent forums also offered forward-looking insights for industry development. We sincerely thank HNC for its careful planning and thoughtful arrangements, and we look forward to future collaboration to create new achievements for the health industry.

TINUS GROUP

We sincerely thank the HNC expo for building an efficient bridge that connects high-quality industry resources with brand owners and industry practitioners, jointly supporting China's related industries on their journey toward high-quality development. As a core enterprise deeply rooted in its field, Tinus Group leverages a high-standard production system and a globally integrated supply chain to bring together premium industry resources, providing partners with customized services and product solutions. Together with our industry peers, we look forward to exploring new opportunities for industrial growth.

SHANGHAI

Healthplex Expo 2026

Natural & Nutraceutical Products China 2026

📅 June 15-17, 2026

📍 National Exhibition and Convention Center (Shanghai)

SHENZHEN

Shenzhen International Nutrition
and Health Industry Fair

📅 October 13-15, 2026

📍 Shenzhen World Exhibition & Convention Center



China Chamber of Commerce for
Import & Export of Medicines & Health Products
(CCCMHPIE)

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