



HEALTHPLEX EXPO 2026

NATURAL & NUTRACEUTICAL PRODUCTS CHINA 2026

HNC EXPO

NUTRACEUTICAL · NUTRITION · HEALTH · NATURAL



2026
6.15-17

National Exhibition and Convention Center (Shanghai)



Book A Stand



SHAPING THE FUTURE WITH INNOVATION

From **June 15 to 17, 2026**, the "**Healthplex Expo 2026, Natural & Nutraceutical Products China 2026**" (**HNC 2026**), co-organized by **CCCMHPIE** and **Sinoexpo Informa Markets**, will be grandly held at the National Exhibition and Convention Center (Shanghai). As a premier trade show in the health and nutrition industry that has been successfully held for fifteen editions, HNC has consistently served as the preferred platform for brands and manufacturers to broaden market reach, gain insights into industry trends, develop diversified distribution channels, and stay updated on policies. Driven by innovation, the exhibition continues to lead the high-quality development of the industry.

The HNC 2026 will feature a variety of highlights. The organizers will invite professional buyers from across the entire industry chain at home and abroad, including agents, distributors, importers and exporters, health brand enterprises, e-commerce platforms, etc. Meanwhile, the exhibition will further enrich the exhibit categories, comprehensively covering popular segments such as nutraceuticals, natural products, imported dietary supplements, foods for special medical purposes, TCM & tonics, beauty and anti-aging products, sports nutrition products, weight management products, aromatherapy, pet nutrition products, and healthcare supplies, aiming to meet the purchasing needs of different types of buyers.

HNC is dedicated to creating a professional and efficient business platform for exhibitors, facilitating the launch of new products and technologies. It will also host multiple professional forums and seminars concurrently, inviting renowned industry experts to provide in-depth interpretations of policies and market trends in the health industry. Furthermore, HNC will offer a precise business matchmaking platform where the exhibitors connect with a wide range of channel resources, including e-commerce platforms, MCN agencies, top influencers, high-end membership-based supermarkets, chain pharmacies, group purchasing buyers, etc., to enable companies to expand markets and establish a closed-loop marketing system.

Co-located with



PROPAK CHINA FOODPACK CHINA

STA Starch Expo China

200,000^m²

Exhibition Area

2,500+

Global Exhibitors

120,000+

Visitors & Buyers

EXHIBIT CATEGORY



HEALTH FOOD

Functional Foods | Nutraceuticals | Imported Dietary Supplements | Organic Foods | Sports Nutrition | Tonics | Maternity, Baby and Children's Health Foods



BEAUTY PRODUCTS

Beauty Oral Liquids | Cosmeceuticals | Functional Products | Anti-Aging Products | Breast & Body Beauty | Slimming & Skin Care Products



SPORTS NUTRITION

Protein Powders | Amino Acids | Carbohydrate Supplements | Electrolyte Supplements | Multivitamins | Minerals



TCM & TONICS

Ganoderma | Ginseng | Bird's Nest | Dendrobium Officinale | Cordyceps | Donkey-Hide Gelatin | Chinese Herbal | Health Wine & Tea



AROMATHERAPY PRODUCTS

Essential Oils | Hydrosols | Floral Water | Aromatherapy Equipment & Diffuser | Aromatic Skincare Products | Aromatic Lifestyle Products | Professional Aromatherapy Services & Consultation



NATURAL & ORGANIC PRODUCTS

Low-GI Staple Foods | Konjac Products | Whole-Wheat Flour Products | Low-Fat Meat | Organic Grains | Organic Vegetables | Low-Sugar Snacks | Organic Nuts | Light Beverages | Plant-Based Products



PET NUTRITION

Pet Vitamins | Supplements | Joint Health | Probiotics | Pet-Specific Nutritional Formulas | Skin & Hair Care Products



HEALTHCARE PRODUCTS

Personal Care Products | Moxibustion | Massage Appliances | Inspection Equipment | Physiotherapy Instruments



THIRD-PARTY SERVICES

OEM | ODM | Consultation Services | Cooperative R&D | Application & Marketing

FEATURED SHOW ZONES



International Brand Zone

Overseas enterprises from more than 70 countries and regions including Australia, the United States, Canada, New Zealand, Korea, Japan, Italy, etc. will participate in the exhibition with leading brands.



Light Food Zone

A hub for organic light foods and healthy foods, providing comprehensive solutions covering all aspects of the light food sector, fostering in-depth communication and targeted collaboration across the industry chain.



Regional Pavilions

The zone will showcase health and nutrition products with regional characteristics from Jilin, Xizang, Zhejiang, etc., presenting the health concept of "regional treasures, natural nourishment, and the source of health".



Emotional Healing Zone

The zone integrates professional healing products and services such as essential oils, hydrosols, sleep health products, skin care, testing equipment, and consulting. At the same time, there will be a fragrance blending salon and a professional themed forum.



TCM Nutrition Zone

A core hub for medicine and food homologous products including tonics such as ganoderma, ginseng, bird's nest, dendrobium officinale, donkey-hide gelatin, authentic regional medicinal materials, etc.



LOHAS Wellness Zone

The zone focuses on functional foods, household healthcare products and elderly health services, offering a platform from product experiences to professional services, and exploring new ways of integrating health management with a high quality of life.



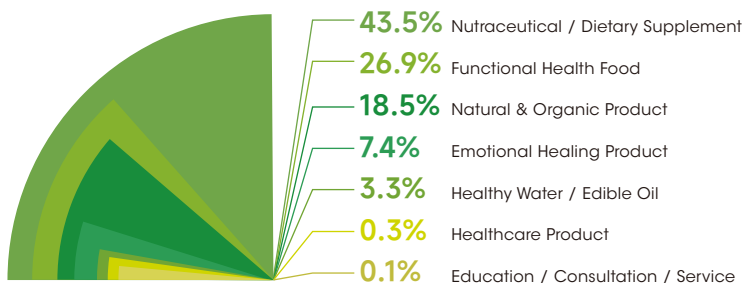
137 COUNTRIES & REGIONS

93,080 PROFESSIONAL VISITORS

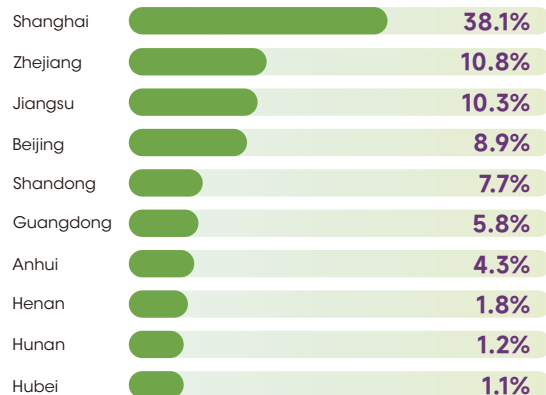
The "Healthplex Expo 2025, Natural & Nutraceutical Products China 2025" (HNC 2025) once again achieved a historic breakthrough in scale, winning high praise from all participants. Held concurrently with Hi & Fi Asia-China, ProPak China & FoodPack China, and Starch Expo, the HNC built a business platform integrating the entire industry chain from upstream ingredient supply to end-product distribution. The total exhibition area exceeded 200,000 sqm, bringing together more than 2,500 exhibitors from around the world. Meanwhile, 93,080 professional buyers from 137 countries and regions attended the shows for business exchange and negotiation — a year-on-year increase of 21.2% — fully showcasing the latest achievements and future directions of the health industry, and highlighting its tremendous vitality and boundless potential.

HNC ANALYSIS 2025

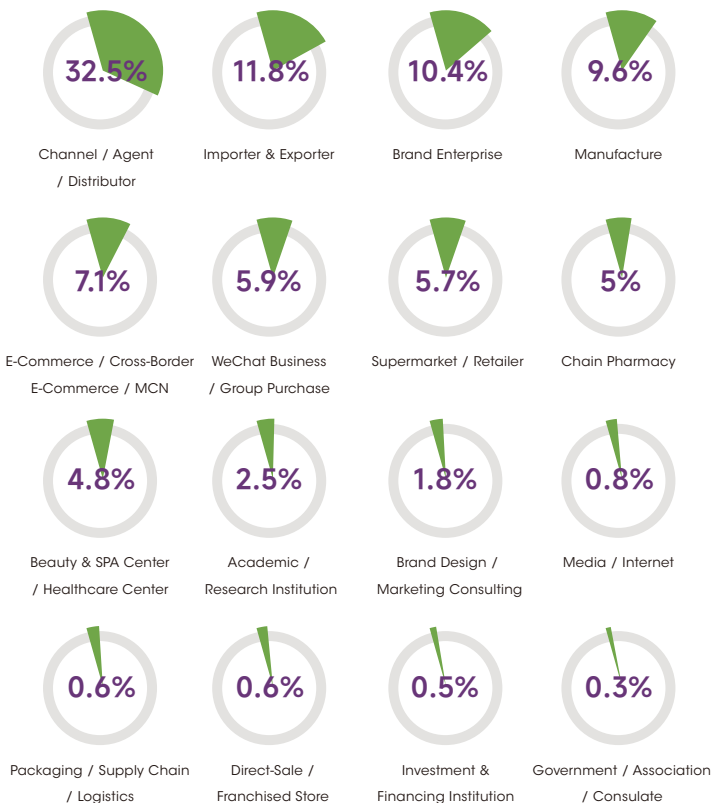
Exhibit Categories



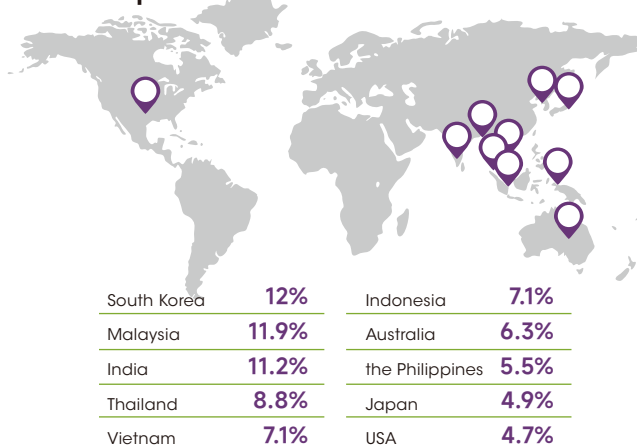
Top 10 Domestic Visitor Source



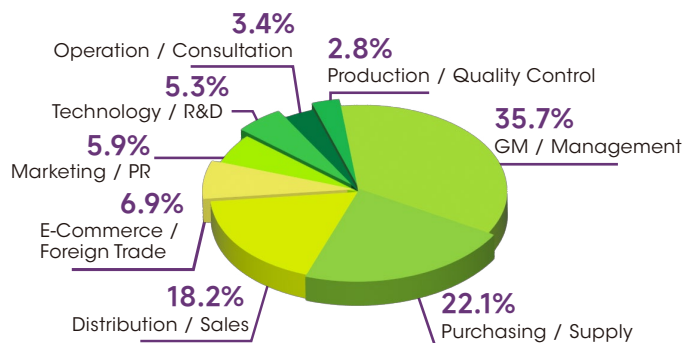
Industry Distribution of Visitors



Top 10 International Visitor Source



Visitor Position



100+ ONSITE EVENTS



Industry Forums, Technical Exchanges, Product Launches, Innovative Activities...

- The 16th Nutraceutical Industry Development Conference (NIDC)
- The 10th Forum on Foods for Special Medical Purpose
- The 13th China Nutrition and Healthcare Industry Summit Forum
- The 8th Forum on Nutrition and Special Foods
- The Innovation Hub for Nutrition and Health Food
- The 6th Nutritious and Health Food Innovation and Development Forum
- The 3rd Jilin's Changbai Mountain Ginseng Health (Shanghai) Forum
- National Low GI and Health Food Development Forum
- Health Industry Innovative Marketing Forum
- Uni Health Marketing New Increases Forum
- The Health Industry Innovation Forum
- Content E-Commerce and Health IP Value Chain Innovation Forum
- Family Nutrition Trend Insight and Innovative Solution Forum
- New Nutrition Full Life Cycle Focus Summit
- Natural Fragrance Industry Development Forum
- Insight Conference on Weight Management Product Innovation
- Medicine and Food Homology Industry Forum
- Discovery Tours: Weight Management / Beauty & Anti-Aging / Tonic Food



Business Matchmaking

MCN Agencies / E-Commerce Platforms

Product Matchmaking with
E-Commerce Channels

As one of the key paths for expanding health and nutrition business, online channels continue to develop rapidly. To help exhibitors precisely and efficiently connect with high-quality online resources and expand sales channels, more than 40 well-known MCN agencies and top influencers will be invited to attend for product selection.

Retail / Private Domain Channels

Product Matchmaking with
Top Retail Channels

Amidst the trend of escalating health consumption demand and diversified retail channel development, to help exhibitors quickly connect with top private domain channels and open up new markets, the representatives from 30 leading private domain channels will be invited to attend for negotiations and cooperations.

Chain Supermarkets & Pharmacies

Business Matchmaking with
Supermarket & Pharmacy Chains

With the offline chain channels continuously revitalizing and upgrading, to help companies deeply expand their offline market presence and connect with high-quality chain channel resources, the business matchmaking with supermarket chains & pharmacy chains will be held once again, attracting participation from multiple nationally and regionally influential supermarkets and pharmacies.



600+

EXHIBITORS



*Part of the brand enterprises, listed in no particular order.

SIRIO SIRIO PHARMA CO., LTD. 仙乐健康

As one of the largest and most far-reaching nutrition and health exhibitions in China, the HNC is full of highlights and surprises at every step. We are grateful to HNC for building such an important communication platform for the industry.

BIOHIGH WEIHAI BAIHE BIOLOGY TECHNOLOGICAL 百合股份 CO., LTD. (BIOHIGH) 股票代码:603102

As an important strategic partner of HNC, BIOHIGH successfully held the fifth "Scientific Nutrition, Intelligent Health" themed forum during HNC 2025 in collaboration with its overseas factory in New Zealand, bringing together industry experts to discuss innovation and development. Through the HNC platform, BIOHIGH also established deep connections with professional visitors, industry leaders, and potential customers.

COSMAXNBT COSMAXNBT SHANGHAI CO., LTD.

HNC allows our company to fully showcase its strength and brand appeal, further solidifying customer trust and deepening market influence. During the exhibition, we not only connected with many outstanding peers and broadened our industry horizons but also achieved breakthroughs and improvements through exchange and learning.

SUPA MEGA SUPERMEGA MARKET LIMITED

From precise matchmaking with professional visitors to leading-edge insights from concurrent forums, the meticulous planning of HNC organizing team ensured an efficient and orderly exhibition process. We not only secured numerous partnerships but also sparked new ideas through exchanges with industry peers.

ITA ITALIAN TRADE AGENCY SHANGHAI OFFICE

HNC 2025 has proven to be fertile ground for Italian innovation. Our debut sparked strong momentum — and next year, we're planning to come back with a pavilion that's louder in ideas, richer in products, and unmistakably Made in Italy.



National Exhibition and Convention Center (Shanghai)

The National Exhibition and Convention Center (Shanghai) owns 17 exhibition halls with a total display area of nearly 600,000 square meters, among which Hall 3 is a column-free exhibition hall with unparalleled display space, providing unlimited possibilities for construction.

The NECC (Shanghai) is located in the core area of the Yangtze River Delta region and situated in the western part of the core area of the Hongqiao Business District in Shanghai. Being about 1.5 km away from Hongqiao Transportation Hub, the NECC (Shanghai) is linked to Hongqiao Airport and Hongqiao Railway Station by the city's metro line. Because of the convenient national highway network, the major cities in the Yangtze River Delta region are easily reachable within 2 hours.



Hall 3

International Brand Zone

- **Raw Space** US\$ 390 / sqm
*Start from 27 sqm

- **Shell Scheme Package** US\$ 480 / sqm
*Start from 9 sqm

Hall 2.1 / NH

International Brand Zone

- **Raw Space** US\$ 300 / sqm
*Start from 27 sqm

- **Shell Scheme Package** US\$ 390 / sqm
*Start from 9 sqm

Online B2B Platform

WWW.SJGLE.COM

- **US\$ 552/year**

Qualification:

Pharmaceutical and health care product manufacturers, distribution companies and scientific research institutions with Business License are allowed to exhibit.

ORGANIZERS



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



Sinoexpo Informa Markets



Informa Markets



Trade Development Bureau of the Ministry of Commerce

CO-ORGANIZERS

Committee of Health Care Consultation, China Health Care Association

Committee of the Evaluation and Utilization of Medicinal & Food Homologous Substances, China Association of Traditional Chinese Medicine

Lhasa Economic and Technological Development Zone, Xizang

Zhejiang Health Products and Cosmetics Industry Association

Jilin Traditional Chinese Medicine Health Industry Association

Shanghai Health-Care Products Trade Association

SUPPORTERS

Nutrition and Special Food Professional Committee, China Health Culture Association

Health Care Food Profession Association of Guangdong Province

Shandong Nutrition Health Food Industry Association

Shenzhen Association for the Development & Promotion of Health Industry

Shanghai Oriental FMCG Center

Shanghai Pharmaceutical Trade Association

World Nutrition Union

Complementary Medicines Australia (CMA)

Italian Trade Agency (ITA)

CONTACT US

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

Add: 11/F, Building 3, Beijing INN, No.6, Nanzhugan Hutong, Beijing, China

👤 Monika Xing

📞 Tel: +86-135 0101 2078

✉ Email: xingcheng@cccmhpie.org.cn

Shanghai Sinoexpo Informa Markets International Exhibition Co., Ltd. (SINOEXPO INFORMA MARKETS)

Add: 7-8/F, Urban Development International Tower, No.355, Hongqiao Road, Shanghai, China

👤 Nico Shen

📞 Tel: +86-189 1708 9313

✉ E-mail: nico.shen@imsinoexpo.com