



HEALTHPLEX EXPO 2026
NATURAL & NUTRACEUTICAL PRODUCTS CHINA 2026

HNC EXPO

2026.6.15-17

National Exhibition &
Convention Center (Shanghai)

POST SHOW REPORT



EXHIBITION
REVIEW

 **200,000m²** |
  **2,345+** |
  **160** |
  **100,798** |
  **139**

Exhibition Area | Global Exhibitors | Countries & Regions | Professional Visitors | Onsite Events

include concurrent exhibitions

The "Healthplex Expo 2026, Natural & Nutraceutical Products China 2026" (HNCEXPO-Shanghai 2026) was held concurrently with a series of co-located brand exhibitions including Hi & Fi Asia-China, ProPak China, FoodPack China and Starch Expo, forming a fully integrated value chain spanning from food ingredients, OEM & ODM, food packaging to brand manufacturers. The synergies facilitated upstream-downstream collaboration and enabled deep resource integration across the broader health industry. Both the total exhibition scale and the number of professional visitors reached new highs: the overall display area exceeded **200,000** square meters, bringing together **2,345** outstanding domestic and overseas enterprises. **100,798** professional buyers from over **160** countries and regions visited the exhibitions. These figures clearly demonstrate the broad prospects and strong momentum of the health and nutrition sector.

The HNCEXPO-Shanghai 2026 once again expanded its International Brand Zone and overseas national pavilions, bringing together leading companies and renowned brands from more than 100 countries and regions, including the United States, Australia, Italy, Germany, Spain, the United Kingdom, South Korea, Canada, New Zealand, Russia, Slovenia, Japan, Singapore, Malaysia, Thailand, Indonesia, the Philippines, Vietnam and India. The exhibition area of Australian and Italian pavilion presented a larger scale with latest products and technologies. This clearly indicates that foreign enterprises maintain a positive outlook on China's health consumption market and remain committed to its long-term development in China.

Building on its global resource network and comprehensive portfolio across the health and nutrition sector, the exhibition introduced several new themed zones: the TCM Nutrition Zone, Light Food Zone, Emotional Healing Space, LOHAS Wellness Zone, Personal Care Zone and Creative Packaging Zone. Exhibits ranged from TCM-inspired wellness products, low-GI foods, healthy beverages and sports nutrition products to natural essential oils, aromatherapy and wellness solutions, AI-powered health screening devices, personal care and oral care products, sustainable packaging and customized packaging design. Each exhibition zone featured carefully curated, innovative

products and high-potential business opportunities within targeted industry domains. Through immersive, contextually grounded display environments, the zonal layout streamlined navigation for professional attendees—thereby enabling exhibitors in specialized sectors to sustain consistent visitor engagement and traffic flow.

Domestic regional pavilions also continued to grow, drawing on local resources and established industrial strengths to demonstrate the geographic diversity and vitality of China's health sector. The revamped TCM Nutrition Zone highlighted modern approaches to traditional nourishment, while the Jilin, Shandong, Zhejiang and Guizhou Pavilions each presented their distinctive strengths and regional industry profiles, adding a rich array of local expertise and innovation to the exhibition. In response to the growing shift toward online and content-driven health consumption, the HNCEXPO-Shanghai 2026 also partnered with major e-commerce platforms including Douyin E-Commerce and Tencent Marketing to meet the request from several brand exhibitors to generate GMV also during the exhibition. During the three-day exhibition period, several imported and domestic brand exhibitors engaged on-site live-streaming sales in parallel with B2B business negotiations at their booths.

The HNCEXPO-Shanghai 2026 hosted more than **70** high-quality industry events, encompassing professional summits and forums, global products debut events, and immersive experiences, offering attendees an efficient platform for information exchange and networking. To elevate the quality of professional buyers, the HNCEXPO-Shanghai 2026 has strategically expanded its high-value buyer network and successfully secured a broad roster of top-tier attendees for multiple on-site B2B matchmaking sessions. The attending buyers represented leading MCN agencies, social media and e-commerce influencers, private-domain channels, well-known e-commerce platforms, and prominent chain supermarkets and pharmacies. Throughout the three-day exhibition, multiple domestic and international business matchmaking sessions were held, effectively supporting exhibitors in diversifying their market access, accurately connecting with high-quality customers, and uncovering new collaboration opportunities.

FEATURED EXHIBITORS



SIRIO 仙乐健康	BIOHIGH 百合股份 股票代码: 603102	SENLAN	 康萃健康	OURVITA 美倍力 BRAVEITY	一阳生集团 EYCON GROUP	健特药业
IVC	CERA	NPGS 纽葆广赛	普萃超临界 Prcftsom	AUCRIOSTE 澳克罗健	COSMAX	SUPA MEGA
SUHEUNG	 JO WELBERG	iff	今和未来	Swisse	ADM	EF EFFEPHARM
cma Complementary Medicines Australia	 Australian Government Australian Trade and Investment Commission	BLACKMORES 澳佳宝	A 澳佳宝	bjp	henry blooms	FPA GROUP 澳药集团 Enervite 康乐维他
herbs of gold	LAVIDA	longevity life sciences	ITA Intelligent Technology Australia	Phyto Italia	FINEFOODS HEALTH & BEAUTY COSMO	SJAT Innovative Healthcare Products Development & Manufacturing
Jamieson 健美生	北达	中康 CORCO 产业群 研产品	GENLI	GeneX 仅三生物	ITAION 怡安健康集团	CAXI 恒长典 恒长典健康产业集团
USETH 上海曼生物科技	Bioflag 研旗生物	Tinus	质每 HEALTILL	BII 一然生物 PARTICULAR BIOTECH	未名太研 大研康 中国造	Prinova NAGASE Group
UNIPHARM UNIPHARM	Ori	AKER BIOMARINE	VITABIOTICS SCIENCE OF NUTRITY LIVING 维他生物	佐宁 ZUONING	顿康 DUNKANG	每日营养 Daily nutrition
永安康健药业 YONGAN YONGAN	BIO-H Purity from New Zealand	扬子江药业集团 Yangtze River Pharmaceutical Group 护佑	加葆健康科技 GABE HEALTH TECHNOLOGY	Biobor 贝欧宝	菌钥大健康 JUNYUO HEALTHCARE	好灵芝 康希造
TBHBio — 云天保祥生物 —	HS 江苏泓寿	华润圣海健康科技有限公司 China Resource Shanghai Health Technology Co., Ltd.	WRIGHT LIFE 莱特维健	汉典生物 HANDIAN BIOTECHNOLOGY	宝恒集团 BAOHENG GROUP	科拓生物 SCITOP BIO
叶衡美	仙佑集团 Xian You Group	仙芝楼 GanoHerb	ZIBU TANG 滋补堂	芝圣堂 SINCE 1980	新发生物 XINFA BIOTECH	梅谷 ACHANGO
LLC 健力生物技术 JIANLI BIOTECHNOLOGY	Damin 大南国际	GIP	MAGIC GENE	微康益生菌 WEICANG PROBIOTICS	VILISEN	NuGale
湖北泰珍珍甲参药控股集团 Hubei Taizhen Zhenjia Shen Yao Holding Group	JILDAN 吉康健康科技	Dr kang	dp 德普平达	威士雅	paragon	中恩 SINOEN

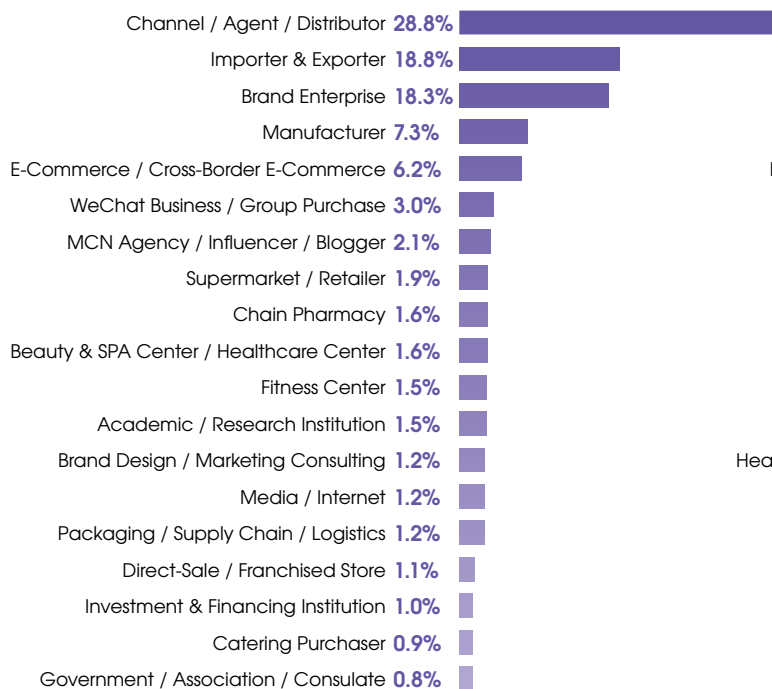
*Listed in no particular order



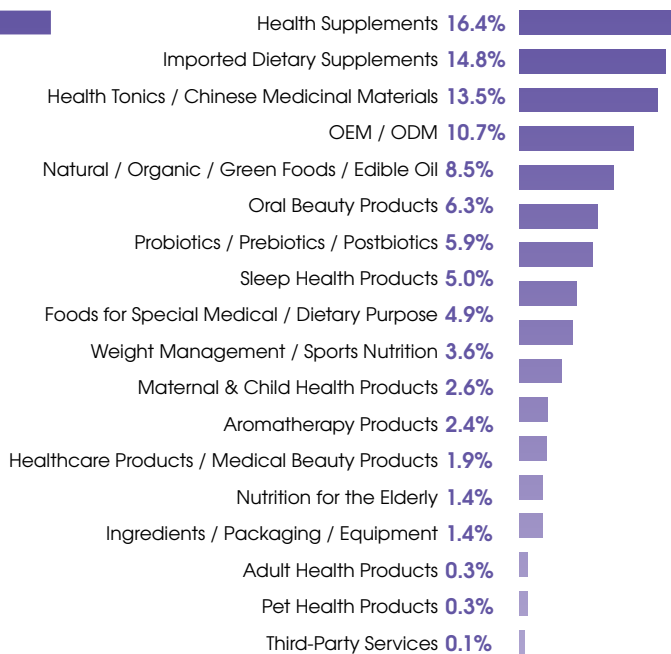
VISITOR ANALYSIS



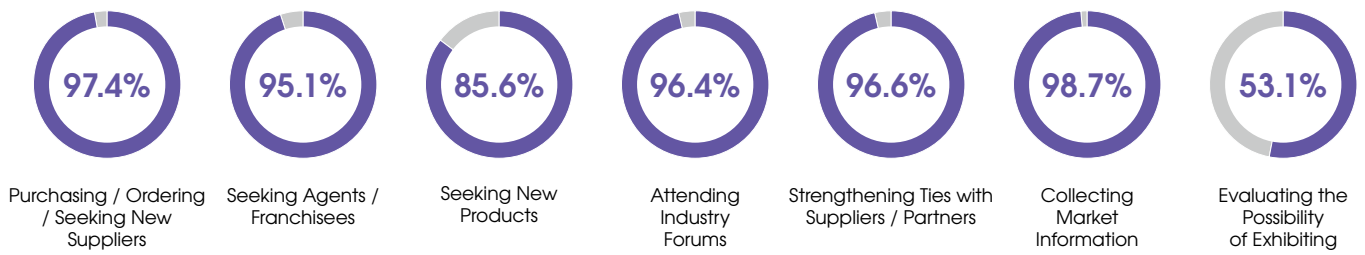
Industry Distribution of Professional Visitors



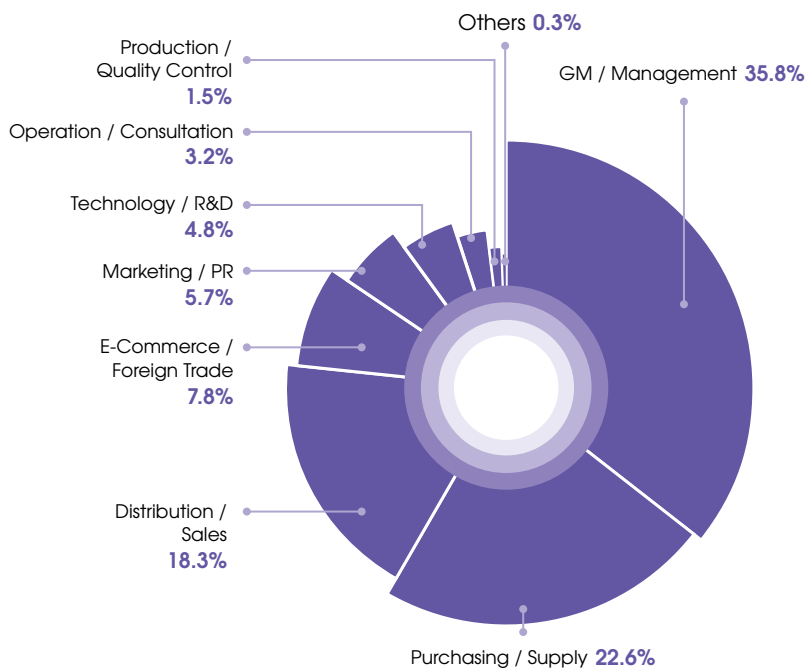
Visitors Were Looking For



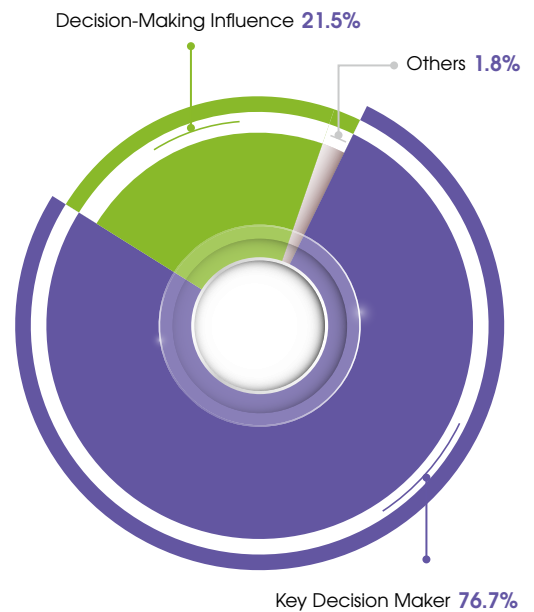
Visiting Purpose



Visitors by Job Responsibility

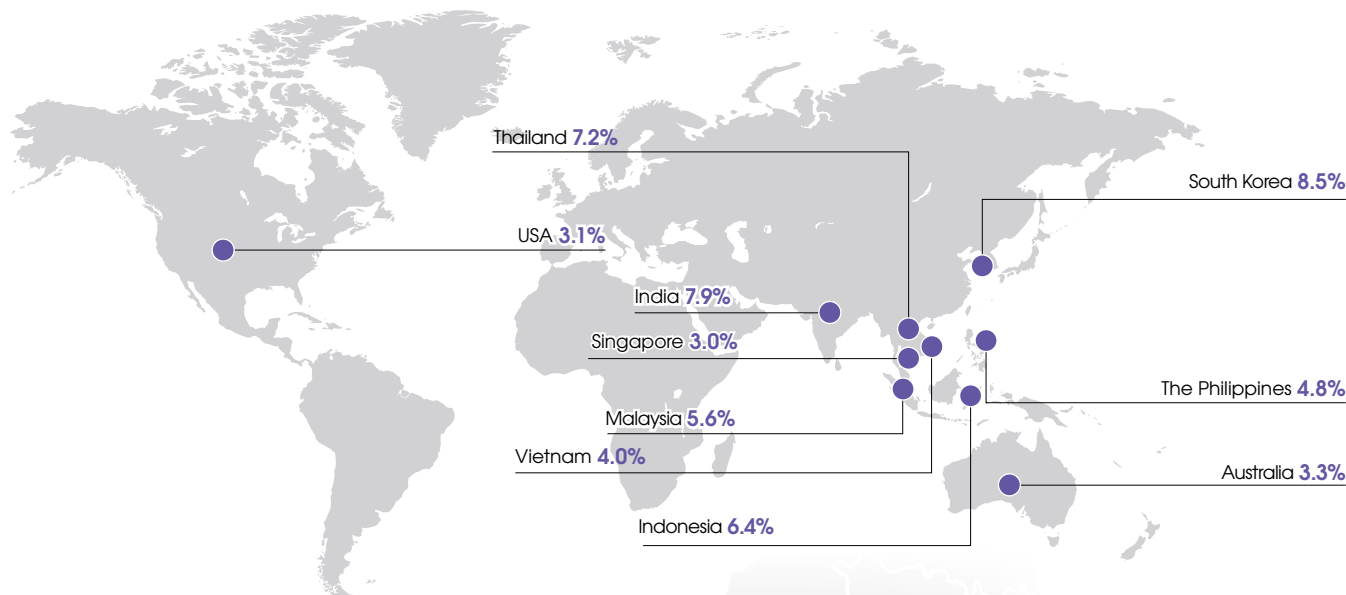


Decision-Making Power

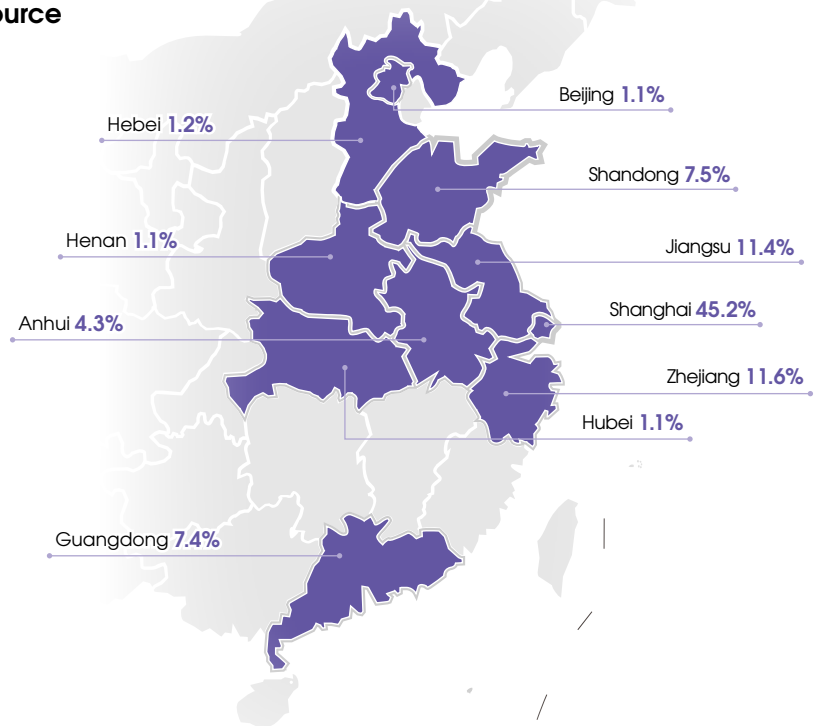


Visitor Source

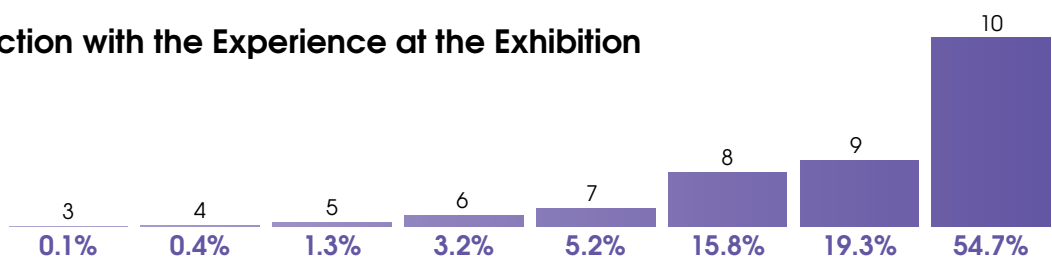
TOP 10 International Visitor Source



TOP 10 Domestic Visitor Source



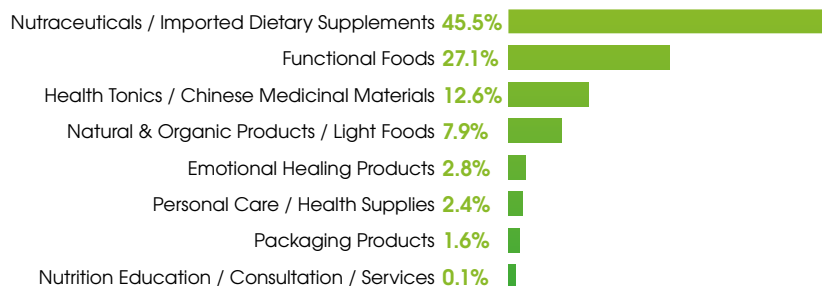
Satisfaction with the Experience at the Exhibition



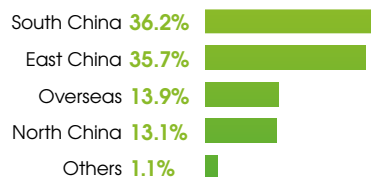
EXHIBITOR ANALYSIS



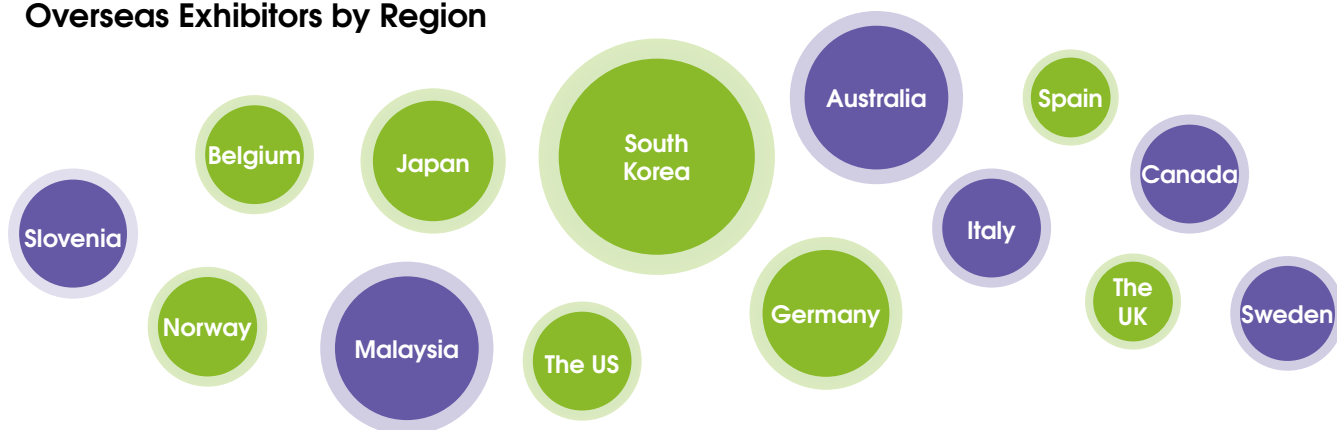
Exhibit Categories



Market Which Exhibitors Focus on



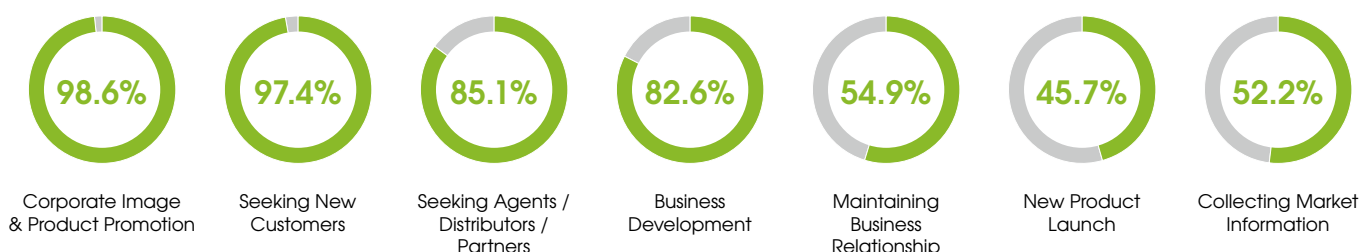
Overseas Exhibitors by Region



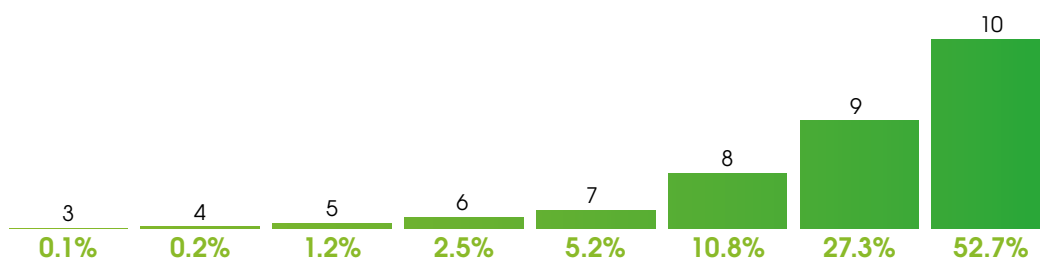
Interest in HNC Series Exhibitions or Events



Exhibiting Purpose



Satisfaction with the Experience at the Exhibition



FEATURED SHOW ZONES & PAVILIONS

Australian Pavilion

As one of the key national pavilions at HNCXPO, the Australian Pavilion once again made a remarkable appearance. Led by Complementary Medicines Australia (CMA), the pavilion featured renowned companies and brands including Blackmores, BJP Laboratories, Ferngrove Pharmaceuticals Australia, Enervite, Herbs of Gold, Lavidia Pharmaceuticals and Longevity Life Sciences (LLS). Together, they presented a comprehensive portfolio of innovative products spanning functional foods, dietary supplements and other categories.



Jilin Pavilion

Located in Hall 2.1, the Jilin Pavilion featured well-known pharmaceutical and health companies from the province presenting signature products such as ginseng and deer antler. The displays covered the full value chain, from primary dried and fresh products to deeply processed saponins, extracts and foods, as well as high-value bioproducts serving the nourishing wellness, pharmaceutical health, beauty and skincare sectors. By creating a platform for innovation partnerships and targeted industry connections, the pavilion helped foster an integrated ecosystem for the health industry.



Italian Pavilion

Italy's dietary supplement industry has built a strong global reputation and competitive position through rigorous manufacturing standards, high-quality ingredient systems and products rooted in natural health. Organized by the Italian Trade Agency (ITA), the Italian Pavilion brought together leading nutrition and health companies including Phytoitalia S.r.l., S.I.I.T., New Alimenta, PNK Farmaceutici S.P.A., Pizeta Pharma and Fine Foods & Pharmaceuticals N.T.M. S.p.A., with a focus on high-quality dietary supplements, functional foods and natural food products.



Guizhou Pavilion

The Guizhou Pavilion in North Hall showcased original wellness products from the province, including Colorful Guizhou Water, organic Rosa roxburghii products and locally distinctive sour plum beverages. Leveraging Shanghai's international exhibition platform, the pavilion promoted Guizhou's ecological wellness philosophy and helped connect the distinctive wellness resources of Southwest China with the premium Yangtze River Delta market.





Ginseng Pavilion

A brand-new Ginseng and American Ginseng Pavilion brought together brands including Shen Fazhan, Laoshenniang, Xuanshangyi, Ba Jin Hui, Lishen, Yunling, Xinye, Li Yanwen, DFH, Jisheng Times and Beiyu Gongshen, supporting wider promotion of the ginseng industry and its brands.



TCM Nutrition Zone

The upgraded TCM Nutrition Zone brought together more than 70 exhibitors to create a central sourcing destination for traditional medicinal-food products. It featured targeted procurement resources for dietary therapy and nourishing products such as ginseng, American ginseng, Ganoderma lucidum, bird's nest, Dendrobium officinale and donkey-hide gelatin, alongside emerging formats including snack-style nutrition packs and customized tonic products.

Light Food Zone

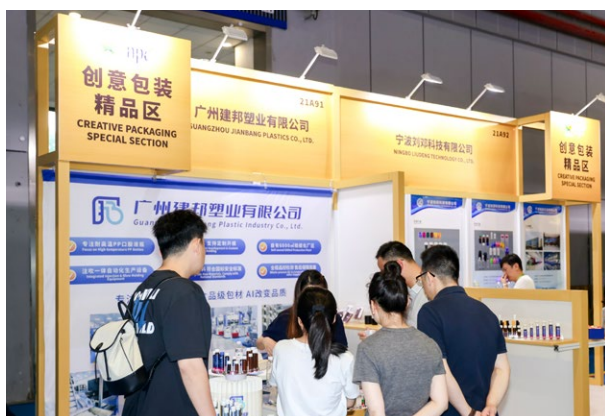
The Light Food Zone brought together more than 20 leading domestic and international health food and light food brands and supply chain service providers, including COFCO YouCai, Yakult, Huibaicui, Kangdonglai, Yuecaifang Food, INNE, Methuselah Medical, Aolian, Jisimai and Smizeen. The zone offered comprehensive solutions covering the full spectrum of light food consumption and facilitated in-depth communication and targeted connections across the value chain.



LOHAS Wellness Zone

The LOHAS Wellness Zone focused on functional foods, home healthcare products and senior care and wellness services. It created a multidimensional platform extending from product experience to professional services and explored new approaches to integrating health management with quality living. The zone successfully attracted more than 70 exhibitors.





Creative Packaging Zone

The Creative Packaging Zone brought together leading domestic and international packaging material suppliers, design agencies and technology solution providers to help brands differentiate themselves in an increasingly competitive market. More than 20 companies presented solutions in sustainable packaging, smart labels, biodegradable materials, visual marketing and other areas.



Personal Care Zone

Responding to the trend of upgraded health consumption, the Personal Care Zone covered health-focused categories including oral care, hair care, body care and skincare. More than 10 companies exhibited, helping innovative personal care brands become part of everyday life while creating a hub connecting professional buyers with end consumers.



Emotional Healing Space

Newly launched in 2026, the Emotional Healing Space focused on three themes: better sleep, food-based well-being and aromatherapy. More than 20 companies participated through product displays, interactive fragrance appreciation and blending experiences, corporate salons and other formats, creating a dedicated platform for exchange on emotional well-being.



Health Discovery Tour

The Health Discovery Tour offered four themed routes—Herbal Essence, Emotional Well-Being and Sleep, Ecological Revitalization, and Cellular Anti-Aging. Together, the routes connected benchmark companies and innovative products across fields ranging from Eastern wellness wisdom and emotional balance to natural restoration and frontier anti-aging technologies. By integrating product displays, industry matchmaking and immersive experiences, the activity created a multidimensional visitor journey and attracted more than 3,000 participants over the three-day exhibition.



MESSAGES FROM EXHIBITOR

SIRIO PHARMA CO., LTD.

Yan Mingxia, Head of Customer Marketing

HNCEXPO-Shanghai 2026 created efficient two way connections between global buyers and local companies – a highly effective platform for globally oriented companies like ours. The concurrent forums offered valuable insights into policy shifts and consumer trends. We also appreciate the organizers' attentive services and rapid responses. We look forward to another outstanding edition next year!

SIRIO
仙乐健康

ALAND

Zhou Min, Marketing Supervisor

As a global dietary supplement CDMO, Aland showcased our product lines, flavor innovation platform, and supply chain solutions at HNCEXPO. We thank the show for its professional, international platform and for honouring us with the "2026 Benchmark Nutrition Contract Manufacturing Award." We appreciate all partners who visited our booth and remain committed to driving high-quality, sustainable growth through innovation.

IVC

COSMAXNBT / COSMAX BIO

Shen Rong, Head of Support Division

HNCEXPO-Shanghai 2026 gathered global premium ingredients, new tonic foods, and cutting-edge nutritional solutions – an excellent platform for trade and exchange. We displayed innovative functional ingredients and application solutions, adhering to stringent quality control and deeply cultivating the natural nutrition industry. In-depth dialogues with partners clarified market directions. We will continue refining technologies and working together to explore new opportunities in the health sector.

COSMAX

BRAVEIY BIOTECHNOLOGY (ANHUI) CO., LTD.

Gan Xiuying, Marketing Director

Braveiy has participated in HNCEXPO for many consecutive years, growing alongside the show. HNCEXPO is our core window for showcasing factory capabilities and innovations, and a vital bridge connecting upstream and downstream resources. Through this professional platform, we demonstrate our full-chain "R&D + Production + Global Channels" service. We look forward to continuing the partnership with HNCEXPO, driving industrial upgrades with innovation, and empowering global health market with quality products.

OURVITA **BRAVEIY**

FERMENTED TRADITIONAL CHINESE MEDICINE (FTCM)

Pan Feiyang, Deputy General Manager

The HNCEXPO 2026 concluded successfully. FTCM presented our proprietary fermentation technologies, full-chain CDMO capabilities, mature formulations, and flexible multi-dosage OEM/ODM services. We held in-depth discussions and reached multiple cooperation intents. Grateful for industry recognition, we will continue advancing R&D and high-standard production, offering one-stop solutions to empower health brands and jointly build a new industry blueprint.

菌钥大健康
FERMENTED TRADITIONAL CHINESE MEDICINE

COMPLEMENTARY MEDICINES AUSTRALIA (CMA)

John O'Doherty, CEO

Healthplex Shanghai 2026 was once again a fantastic showcase of Australia's complementary medicines industry, and CMA was proud to lead the Australian Pavilion for a fifth consecutive year. The event delivered outstanding engagement for our exhibitors, with business meetings, seminars, valuable networking and genuine interest from Chinese buyers and distributors of high-quality Australian products. Business matching and the seminar on the latest export developments added real value for our members. This year also marked a special milestone – ten years of partnership between CMA and CCCMHPIE. On behalf of CMA and our exhibitors, I want to sincerely thank CCCMHPIE for a decade of friendship, trust and constructive collaboration. Your professionalism and support has been instrumental in helping Australian companies build lasting relationships across the Chinese market. We look forward to continuing this valuable partnership for many years to come.



ITALIAN TRADE AGENCY (ITA)

Dai Zhilong, Chief Representative, Shanghai Office

The Italian National Pavilion at HNC 2026 successfully highlighted the innovative vitality of our health and nutrition sector, featuring six leading enterprises. With our dietary supplement industry valued at over 4.87 billion euros and holding a significant European market share, we are ideally positioned to meet the growing demand in China. This experience confirms the strong, long-term potential for high-quality Italian products within the Chinese market.



TIANJIN BAOHENG FUDOU BIOLOGICAL SCIENCE & TECHNOLOGY GROUP CO., LTD.

Cheng Hanyi, Marketing Director

Making our debut with a high-standard special booth, we showcased six business segments – biotechnology, biomedicine, transformation of Traditional Chinese Medicine academic research, community health, medical services, etc. The exhibition's professional organization created a first-class platform for the entire health industry. We are grateful and look forward to partnering with the organizers again to write a new chapter for high-quality development.



WRIGHT LIFE PHARMACEUTICAL LIMITED

Yin Xianchun, Deputy General Manager

As a long-standing national nutrition brand, Wright Life values every opportunity to participate in HNC EXPO. The exhibition offers an international platform to present our self-developed nutritional products and convey our brand philosophy of natural science-based care. HNC EXPO connects us with domestic and international clients, helps us explore industry trends, and sparks innovation, broadening our global footprint.



WUHAN SEN LAN BIOTECHNOLOGY CO., LTD.

Liu Yangping, Marketing Manager

Wuhan Senlan, specializing in functional health foods, has exhibited at HNC EXPO for ten consecutive years. We sincerely thank the organizers for this professional platform, which allowed us to showcase our innovative R&D capabilities and customized production strengths. The well-organized exhibition facilitated high-quality exchanges. We gained new business opportunities and deepened industry interactions. Senlan looks forward to continuing this partnership to drive quality upgrades in the functional food sector.



Onsite Events

The 16th Nutraceutical Industry Development Conference (NIDC)

Organizers: CCCMHPIE / Sinoexpo Informa Markets

Co-Organizer: The Dietary Supplement Professional Committee of CCCMHPIE

Against the backdrop of evolving global regulatory systems, understanding policy trends and navigating market compliance have become central priorities for companies. To strengthen the industry's international capabilities, the forum invited more than 10 speakers from national regulatory authorities, international industry organizations, multinational companies and professional media. Discussions covered policy and regulatory trends; the latest regulatory developments in the United States, Australia and ASEAN; compliance and market access strategies for dietary supplements; and global expansion and risk management. More than 200 professional visitors attended.



The 6th Nutritious and Health Food Innovation and Development Forum

Organizers: Shanghai Health-Care Products Trade Association / Sinoexpo Informa Markets

The forum responded to national policy requirements to accelerate the preservation and innovative development of traditional Chinese medicine and strengthen the management of medicinal and edible substances. It sought to bring together industry capabilities, integrate resources, deepen collaboration across industry, academia, research and application, and support the healthy development of the traditional medicinal-food sector. The organizers were committed to building bridges between government and business, improving industry order, and advancing technological innovation and commercialization to provide strong support for high-quality industry development.





The 2nd Traditional Chinese Medicine Industry Connectivity Conference

Organizers: National Innovation Alliance for Standardization and Quality Evaluation of Medicinal Materials / Haihe Laboratory of Modern Chinese Medicine

Nearly 1,000 representatives from geo-authentic medicinal herb production regions, local governments, traditional Chinese medicine manufacturers and distributors, research institutes and industry organizations gathered to discuss the future of the Chinese medicinal materials industry. The conference focused on origin processing and production-demand connections for geo-authentic medicinal materials. The opening ceremony was moderated by Yang Hong, the Vice Chairman of Alliance, followed by remarks from government leaders, academicians and regional representatives. Sessions addressed germplasm protection, standard development, international cooperation, rural revitalization, industrial transformation and local practices, providing strategic direction for the industry.



Seminar on Supply-Demand Matchmaking and Origin Processing of Chinese Medicinal Materials

The seminar addressed key industry challenges, including supply-demand mismatches across the Chinese medicinal materials value chain and insufficient standardization of origin processing, while creating a collaborative platform for producing regions, processors and pharmaceutical companies. More than 150 participants—including academicians, experts, competent industry authorities, representatives of geo-authentic production regions, leading traditional Chinese medicine companies and research institutions—held in-depth discussions on standards for processing fresh medicinal materials, end-to-end quality control and long-term production and sales partnerships.



County Leaders Forum on Authentic Medicinal Materials

The forum brought together government leaders from dozens of counties and cities known for geo-authentic medicinal materials, as well as researchers and testing institution representatives. More than 150 participants exchanged views on developing county-level medicinal herb brands, upgrading the full industry chain and using the sector to support rural revitalization. The event established a national platform for communication among production regions, government-business engagement and collaboration across industry, academia and research.



The Ginseng (American Ginseng) Industry Conference

Organizer: CCCMHPIE

The conference discussed industry standards, quality supervision, brand protection and international cooperation, and included a dedicated presentation on the "Tonghua Ginseng" geographical indication brand. Tonghua brought leading local ginseng companies to exhibit more than 150 selected products, ranging from geo-authentic raw materials and deeply processed wellness products to premium gift boxes. The presentation further strengthened the influence of the Changbai Mountain ginseng brand and brought new momentum to the industry's standardized, branded and international development.



The Third Jilin's Changbai Mountain Ginseng Health (Shanghai) Forum

Organizers: Jilin Traditional Chinese Medicine Health Industry Association / CCCMHPIE / Sinoexpo Informa Markets
Co-Organizers: Jilin Chamber of Commerce in Shanghai

Under the theme "A New Journey toward RMB 100 Billion · Winning Together Globally," the forum drew on three historic opportunities: China's strategy to revitalize traditional Chinese medicine, Jilin's drive to build a RMB 100 billion ginseng industry, and upgrading demand for traditional medicinal-food products. It aimed to create an integrated industry service platform encompassing policy interpretation, technology matchmaking, channel expansion and international exchange. Nearly 260 representatives from government departments, the traditional Chinese medicine sector, international trade, universities and research institutes, ginseng and health companies, business associations and the media gathered in Shanghai.



The 9th Forum on Nutrition and Special Foods

Organizers: CCCMHPIE / China Health Culture Association Nutrition and Special Food Professional Committee

The forum examined new policies and regulations for special foods, product formulation and R&D upgrades, standards for market and channel operations, and evolving consumer demand. More than 200 regulatory experts, researchers and industry professionals analyzed current challenges, interpreted the latest policy requirements and explored practical responses and growth opportunities. The forum helped companies identify new directions and supported the steady, high-quality development of the special food industry.



The 10th Forum on Foods for Special Medical Purpose

Organizers: CCCMHPIE / Sinoexpo Informa Markets

As health awareness continues to rise, foods for special medical purposes are attracting growing consumer attention and the sector is entering a period of rapid development. To help companies accurately understand industry trends, the forum invited government officials, industry experts and business representatives to discuss standards, market conditions and opportunities, R&D and manufacturing, and clinical applications. More than 150 professional visitors attended, making the forum a valuable platform for understanding the latest developments and advancing the high-quality growth of the sector.

2026 National Low GI and Health Food Development Forum

Organizers: CCCMHPIE / Sinoexpo Informa Markets / Global Green Union (Beijing) Food Safety Certification Center / World Nutrition Union

Leading experts and professors in food, nutrition and health delivered presentations on the industrialization of low-GI staple foods, compliant marketing and industry innovation; innovation in traditional medicinal-food beverages and meal replacements and policies on functional claims; clean-label technologies, standards and product development trends; and the health value, market opportunities and challenges of whole-grain foods. Their analysis offered direction for the future of the health food industry. More than 200 professional visitors attended the forum, which combined expert presentations and panel discussions with organized study visits.



2026 Nutrition and Health Food Industry Innovation Seminar The 21st Innovation Hub for Nutrition and Health Food

Organizers: All-China Federation of Industry and Commerce Medical and Pharmaceutical Commercial Association / Sinoexpo Informa Markets

The seminar brought together health food experts from the Department of Special Food Safety Supervision of the State Administration for Market Regulation, the Shanghai Municipal Center for Disease Control and Prevention, and the China National Center for Food Safety Risk Assessment, together with representatives from third-party institutions and companies. More than 200 professional visitors joined them to interpret new policy and regulatory developments, examine key industry issues, generate new ideas for R&D and innovation, and exchange practical frontline experience.



Women's Nutritional Food Innovation Insight Conference 2026

Organizers: Foodmate / Functional Food Circle / Sinoexpo Informa Markets

Women are a core consumer group in the health market, and their increasingly diverse, refined and personalized nutritional needs are reshaping the food industry. The conference brought together frontier practices from Japan and advances in the modernization of traditional Chinese medicine, microbiome research, botanical anti-aging and AI-enabled R&D. It sought to break down barriers in nutrition research and reveal long-term development themes including scenario-based solutions, cellular-level nutrition, evidence-based approaches, AI enablement and the integration of Chinese and Western practices, offering innovation pathways for the women's health market. More than 150 professional visitors attended.



Collaborative Development Conference for the Health Industry & Launch Ceremony of the Health Station Innovation Competition

Organizers: Shanghai Pharmaceutical Trade Association / Sinoexpo Informa Markets

More than 100 experts and representatives from pharmaceutical manufacturing, pharmaceutical wholesale and retail, and healthcare institutions attended. Centered on health station development and science-based weight management services, the conference examined the transformation and upgrading of retail pharmacies. Health stations can help the pharmaceutical retail sector strengthen professional health services, while science-based weight management is opening a new avenue for industry growth. More than 150 professional visitors participated and experienced body composition testing and other professional equipment, gaining an immersive understanding of scientific weight management services.



2026 Pet Nutrition and Health Marketing Conference

Focusing directly on the rapidly growing pet health market, the conference delivered practical, actionable content for pet industry professionals. Topics included pet health and nutrition R&D, hands-on product management and content and channel marketing growth. Against the broader trend of human health supplement companies entering pet health, speakers examined emerging trends, category strategy and opportunities for collaborative growth, helping more than 200 participating professionals identify new industry opportunities.



Natural Fragrance Industry Development Forum

Organizers: The Natural Fragrance Industry Committee of China Daily Chemicals Association / Sinoexpo Informa Markets

The forum brought together more than 200 university researchers, executives from leading companies, venture capital professionals, founders and other industry leaders. Topics included the therapeutic value of blue essential oils, natural fragrance applications in weight management, mechanisms through which natural fragrances regulate emotions, industrial development of local bergamot and Kushui rose materials, and the R&D of aroma-technology products for sleep support and anxiety relief. Discussions explored how natural fragrance can support emotional well-being from the perspectives of scientific research, brand building, market application and industry opportunities.



Salon on Science-Based Exercise for Emotional Well-Being

The salon focused on the role of exercise in emotional well-being. Industry specialists explored the relationship between posture and emotions, tailored long-term exercise prescriptions for emotional wellness, and the contribution of sports nutrition to emotional self-regulation. They also offered targeted approaches to reducing emotional strain, addressing late-night anxiety and correcting stress-related overeating. A guided gentle stretching session combined theory with practical instruction, creating a platform that integrated exercise and nutrition for physical and emotional well-being.



New Nutrition Full Life Cycle Focus Summit 2026

Centered on "Winning in the Industry's New Cycle and Embracing the Age of Nutrition," the summit brought together representatives from leading companies and industry professionals, attracting more than 150 professional visitors. Nine topic areas—brand positioning, biomimetic delivery of botanical extracts, brain health, cultural innovation in traditional medicinal-food products, eye-health ingredients, healthy aging, cross-border compliance, brand ecosystems and sports nutrition—were examined through patented technologies and clinical data. Speakers shared practical approaches to ingredient innovation, product R&D, compliant operations and differentiated growth across brand strategy, biotechnology, women's health, the silver economy, sports nutrition and other core fields.



Family Nutrition Trend Insight and Innovative Solution Forum 2026

The forum brought together experts from e-commerce platforms, ingredient supply chains, leading brands and distribution channels. It focused on four high-growth segments—height management, gut health, ingestible beauty, and bone and joint care—and identified six directions for industry upgrading, including age-specific precision, engaging dosage forms, high-quality ingredients and evidence-based efficacy. More than 150 professional visitors discussed the implementation of precision nutrition, differentiated brand growth, omnichannel ecosystem development and opportunities in emerging segments.



The Future of Biotics: Science, Regulation and Market Access

Organizers: International Probiotics Association (IPA) / Sinoexpo Informa Markets

The global microbiome industry—including probiotics, prebiotics and postbiotics—is undergoing a transition from competition based on similar strains to differentiation through standards and evidence. At this pivotal stage, the forum convened international experts, regulatory representatives and industry leaders to support high-quality, sustainable development through scientific consensus and regulatory coordination. More than 150 professional visitors attended.

The forum comprised two sessions: Global Vision and Regulatory Synergy, and Cutting-Edge Applications and Local Standards. The first examined global microbiome industry developments, regulatory landscapes and Asia-Pacific consumer trends, while sharing experience in the localization and medical application of probiotics. The second focused on strain applications, overseas product innovation, microbiome formulation R&D and the development of industry standards.



Innovation Trends in Health and Nutrition Packaging: From Aesthetic Design to Value Enhancement

Organizer: Sinoexpo Informa Markets
Co-Organizer: Shanghai Packaging Technology Association
Supporter: Shanghai Fengxian District Printing Association

The forum brought together industry professionals, experts and academics from packaging and printing, health foods, supplements, design agencies and higher education institutions, attracting more than 200 professional visitors. Participants explored the packaging industry's transformation from aesthetic design to value creation amid the growth of the wider health sector. Discussions progressed from brand building, material innovation and structural design to value reconstruction, service transformation and digital intelligence, presenting a comprehensive view of innovation in health and nutrition packaging today and in the future.



Health Industry Innovation Forum 2026

Organizers: Shanghai Oriental FMCG Center / Sinoexpo Informa Markets

The forum focused on the development of health-oriented fast-moving consumer goods amid consumption upgrading. It addressed common challenges including diminishing traffic dividends, market homogenization and channel growth bottlenecks, with in-depth discussions on high-interest segments such as traditional medicinal-food products, the microbiome, low-GI diets and precision nutrition. Speakers shared innovation pathways with more than 150 professional visitors, interpreted overall trends in health-oriented FMCG for 2026, and examined China-specific product innovation strategies to help brands achieve sustainable growth through research, technology and scenario-based products.



Riding the Trend · Omnichannel Growth: 2026 New E-Commerce Forum for the Health Industry

The forum convened professionals from emerging health e-commerce, new retail and new channels to analyze industry trends and identify innovative paths to omnichannel growth across e-commerce platforms, private domain livestreaming, MCN agencies and other fields. Speakers deconstructed successful product marketing cases and shared practical experience. Topics included product selection, cross-sector expansion by physical retailers, AI enablement, Douyin content operations, channel distribution, best-selling product development, origin-tracing livestreams, platform seeding and omnichannel growth for Chinese tonics. More than 200 professional visitors gained replicable operating approaches to connect traffic across channels and drive business growth.



Omnichannel Closed Loop for the Health Industry: Brand Growth and Innovation Forum 2026

In 2026, the health industry is moving beyond extensive expansion and entering a new cycle defined by closed-loop omnichannel operations and refined execution. The forum brought together frontline practitioners including Douyin omnichannel KOC marketing leaders, Alibaba ecosystem health supply chain experts, traditional Chinese medicine IP operators, private domain brand owners, founders of physical traditional medicinal-food businesses and MCN business development executives. Topics ranged from KOC-driven self-operated closed loops and supply chain solutions for selecting breakout products to commercializing traditional Chinese medicine IP and driving multi-channel private domain growth. The event also examined how traditional medicinal-food products can help physical retailers create a second growth curve, providing a complete view of closed-loop operations from customer acquisition to revenue growth. More than 200 professional visitors attended.



Health and Nutrition Brands Going Global: Cross-Border E-Commerce Forum 2026

Focusing on two key cross-border channels—refined Amazon operations and TikTok Shop and influencer marketing—the forum invited four operators with years of industry experience and businesses at the RMB 100 million scale. They provided end-to-end analysis of compliant operations, cost control, high-performing content and long-term brand building. More than 100 practitioners from nutrition product manufacturers, independent brand sellers, cross-border service providers and MCN agencies participated in an in-depth exchange focused on the health sector.





Health Industry Innovative Marketing Forum 2026

Under the theme "Trust at the Core: Advancing High-Quality Development of Health Consumer Products," the forum brought together distinguished researchers, industry leaders and marketing pioneers. Speakers shared insights ranging from public and private domain traffic to frontier microbiome technologies and the modern reinvention of century-old tonic traditions, offering more than 100 professional visitors a comprehensive view of the underlying logic and long-term drivers behind successful health products.

Douyin E-Commerce Investment Promotion in Health Product Industry 2026 (Global & Domestic Purchasing)

The event released the 2026 Market Trend Insights for the Dietary Supplement Category on Douyin E-Commerce Global Shopping and the 2026 Market Trends and New Merchant Support Program for the Tonic and Health Product Category on Douyin E-Commerce. The reports provided an in-depth view of emerging industry trends and unlocked new growth opportunities for more than 100 professional visitors.



2026 HNC NutriGlobal Brand Show

Organizers: CCCMHPIE / Sinoexpo Informa Markets

The Launch Show provided international brands with a platform for exposure, helped them identify suitable channels and partners and expand in China, and connected overseas OEM and ODM companies with high-quality Chinese brand resources through a two-way partnership mechanism. This year's Launch Show featured dedicated Italy, Australia and Global sessions, with nearly 20 companies presenting their products. More than 1,000 professional visitors attended.

Premium Products & Enterprises Market Development & Globalization Summit

Organizers: Zhejiang Health Products & Cosmetics Industry Association / Sinoexpo Informa Markets

Centered on "Market Expansion and Globalization: Identifying New Growth Opportunities," the summit examined new market development opportunities, trends in health ingredients and key product filing requirements, practical applications of nano-encapsulation technology and innovative applications of *Lactobacillus acidophilus*. Industry experts, research leaders and platform representatives engaged in in-depth dialogue, complemented by new product launches and case studies on expansion into Southeast Asia.



2026 HNC Product Launch & Technical Exchange

Organizers: Sinoexpo Informa Markets / CCCMHPIE

The event created a professional exchange platform where exhibitors launched innovative products, explained their underlying technologies, analysed differentiated competitive advantages and presented customized implementation solutions. Dedicated business discussions enabled participants to explore OEM and ODM value chain partnerships, regional distribution, joint project development and other cooperation models, fostering both technological co-creation and commercial success. Seventeen emerging companies from China and overseas delivered new product presentations, attracting more than 1,000 professional visitors.



Overseas Buyer Business Matchmaking

Cross-border trade has become an important industry trend, with Thailand emerging as a key destination for international expansion. HNC EXPO 2026 therefore organized a dedicated Thailand Session of the Overseas Buyer Business Matchmaking, inviting 20 overseas buyers to connect with exhibitors, build new trade links and support their expansion into international markets.



2026 Super Growth | Product Matchmaking with New E-Commerce Channels

In 2026, e-commerce entered a new stage of omnichannel super growth, with livestream e-commerce, vertical platforms and other emerging channels generating strong momentum and significant incremental opportunities. The matchmaking event brought together leading omnichannel MCN agencies, livestream e-commerce operators, vertical platforms and distribution channels for targeted product selection. More than 100 exhibitors met directly with channel buyers to discuss cooperation models, creating a highly active supply-demand matchmaking environment and opening new growth opportunities in online commerce.



HNC Product Selection Matchmaking with E-Commerce Channels

Online channels have become central to customer acquisition, revenue growth and market development in the health and nutrition industry. The Product Selection Matchmaking helped exhibitors connect precisely with high-quality online influencers and institutional resources, expand online marketing channels and activate omnichannel traffic, creating a two-way platform for brands and creators. Leading media agencies and influencer studios attended to select products, while more than 100 exhibitors held in-depth, face-to-face discussions with influencers and institutional representatives.



Business Matchmaking with Supermarket Chains & Pharmacy Chains

To help exhibitors deepen their offline channel presence, broaden their market reach and connect efficiently with high-quality supermarket and pharmaceutical retail resources, HNC EXPO 2026 held concurrent events for Business Matchmaking with Supermarket Chains & Pharmacy Chains. The Business Matchmakings assembled leading national and regional offline channels, including influential chain supermarkets, convenience retailers, online-to-offline new retail platforms and branded pharmacy chains.

2026 New Health Channels · Product Matchmaking with Top Retail Channels

The event gathered high-quality private domain e-commerce operators, new retail platforms, vertical health channels and pharmaceutical retailers for product selection. Exhibitors participated actively, connecting directly with channel procurement teams for two-way discussions and jointly exploring emerging opportunities in health consumption and mutually beneficial channel partnerships.



Hi Health · Gala Dinner

The dinner was held on June 15, 2026, at the National Exhibition and Convention Center (Shanghai). More than 600 representatives from leading health and nutrition companies, prominent industry associations, government agencies and senior industry experts gathered for the occasion.

Across 16 editions, HNCEXPO has grown into an important platform advancing the health industry. It has effectively promoted exchange and cooperation among companies and brought strong momentum to the sector's continued prosperity. Alongside the rapid growth of the health industry, outstanding companies from China and overseas continue to emerge, distinguished by their brand strength, commitment to scientific R&D and supply chain capabilities. Exhibitors and partners regard HNCEXPO as an important platform for trade and information exchange, and their achievements were recognized at the dinner. Award-winning companies celebrated their success as the industry moved together into a new era of high-quality, innovation-driven development for China's nutrition and health sector.



HEALTHPLEX EXPO
NATURAL & NUTRACEUTICAL PRODUCTS SHENZHEN 2026

2026 10 | 13-15

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China Chamber of Commerce for Import &
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