



HEALTHPLEX EXPO 2027
NATURAL & NUTRACEUTICAL PRODUCTS CHINA 2027

HNC EXPO



Book A Stand

2027/6/22-24

National Exhibition & Convention Center (Shanghai)

WWW.HNCEXPO.COM/EN/



Smart Innovation Spearheads Health Beyond Boundaries

From **June 22 to 24, 2027**, the **"Healthplex Expo 2027, Natural & Nutraceutical Products China 2027"** (HNCEXPO-Shanghai 2027), co-organized by CCCMHPIE and Sinoexpo Informa Markets, will be grandly held at the National Exhibition and Convention Center (Shanghai). With sixteen years of dedicated engagement in the health and nutrition industry, HNCEXPO has consistently progressed alongside industry peers. Leveraging its proven exhibition excellence and premium services, HNCEXPO has garnered widespread acclaim and enduring trust from both domestic and international exhibitors and professional buyers. It now stands as the definitive benchmark platform for brands and manufacturers to expand their market presence, identify emerging industry trends, diversify sales channels, and precisely navigate policy shifts. Driven relentlessly by innovation and responsive to evolving consumer dynamics, the exhibition continues to explore and deepen its footprint across the health and nutrition landscape.

In 2027, HNCEXPO will unveil a comprehensive enhancement of its services and spatial layout, introducing a more diversified portfolio of participation packages that meet the distinct developmental needs of enterprises and the sourcing requirements of various professional buyers, thereby building a more professional, refined, and efficient bridge for trade and collaboration. The HNCEXPO-Shanghai 2027 will feature a series of specialized show zones, including the International Brand Zone, the TCM Nutrition Zone, Regional Pavilions, the LOHAS Wellness Zone, the Emotional Healing Space, the Creative Packaging Zone, and the Smart Healthcare Zone. The exhibition will bring together over 2,000 renowned brands and nearly 600 leading enterprises from the health sector. The exhibit category spans the full spectrum of high-demand health products—Functional Foods, Imported Dietary Supplements, Beauty & Anti-Aging Products, Sports Nutrition, Weight Management, TCM & Tonics, Emotional Healing Products, Healthy Light Foods, Pet Nutrition, Personal Care, Smart Senior Care, Medical Services, etc., showcasing cutting-edge products and pioneering breakthroughs.

In parallel, more than 100 high-caliber industry forums and seminars will convene, bringing together authoritative experts and visionary thought leaders to deliver incisive analyses of industry trends, regulatory frameworks, and focal points in market consumption. Additionally, the exhibition will continue to integrate trade resources across all channels, facilitating precise matchmaking for exhibitors with overseas buyers, leading e-commerce platforms, MCN agencies, top influencers, high-end membership-based supermarkets, chain pharmacies, group purchasing buyers, etc. This all-round support empowers enterprises to overcome growth barriers, access quality resources, and expand business networks, holistically propelling the high-quality development of the health industry.

2,500+

Global Exhibitors

200,000^{m²}

Exhibition Area

120,000+

Visitors & Buyers

Co-located with



Asia China



Asia China

PROPAK
CHINA

FOODPACK
CHINA



Starch Expo
China

160 COUNTRIES & REGIONS

100,798

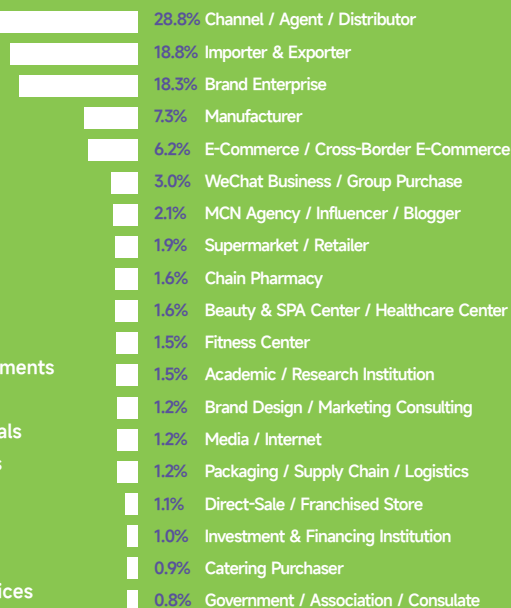
PROFESSIONAL VISITORS

The "Healthplex Expo 2026, Natural & Nutraceutical Products China 2026" (HNCEXPO-Shanghai 2026) was held concurrently with 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. Both the total exhibition scale and the number of professional visitors reached new highs: the overall display area exceeded **2,000** 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.



HNCEXPO ANALYSIS 2026

Industry Distribution of Visitors



TOP 10 International Visitor Source

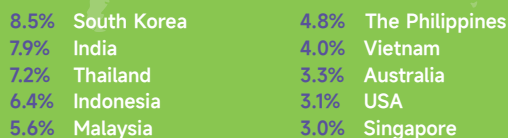
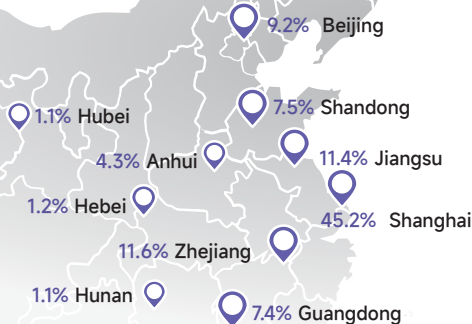


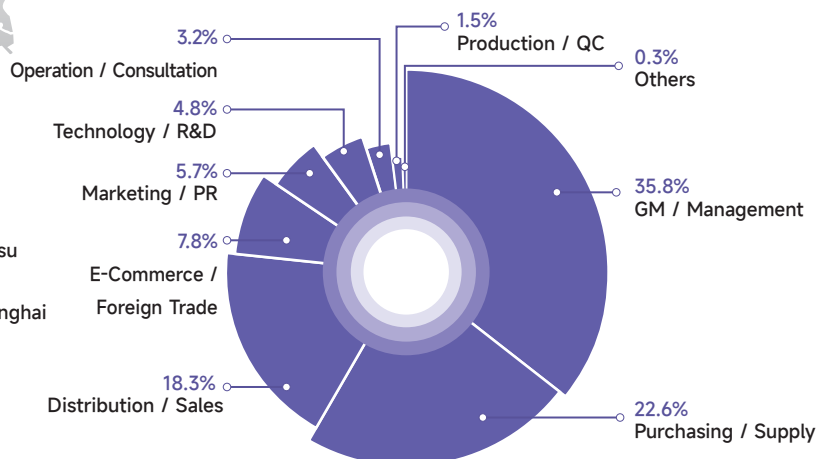
Exhibit Categories



TOP 10 Domestic Visitor Source



Visitors by Job Responsibility



100+ ONSITE EVENTS

POLICY TRENDS

- The 18th Nutraceutical Industry Development Conference (NIDC)
- The 14th China Nutrition and Healthcare Industry Summit Forum
- The 7th Nutritious and Health Food Innovation and Development Forum
- The 23rd Innovation Hub for Nutrition and Health Food
- The 11th Forum on Foods for Special Medical Purpose
- The 11th Forum on Nutrition and Special Foods
- 2027 National Low GI and Health Food Development Forum
- Health Industry Innovation Forum 2027

BRAND MARKETING

- Health Industry Innovative Marketing Forum
- New E-Commerce Forum for the Health Industry
- Omnichannel Closed Loop for the Health Industry:
Brand Growth and Innovation Forum
- Health and Nutrition Brands Going Global:
Cross-Border E-Commerce Forum

INDUSTRY INSIGHTS

- The Ginseng (American Ginseng) Industry Conference
- Jilin's Changbai Mountain Ginseng Health (Shanghai) Forum
- Natural Fragrance Industry Development Forum
- Salon on Science-Based Exercise for Emotional Well-Being
- Family Nutrition Trend Insight and Innovative Solution Forum
- Women's Nutritional Food Innovation Insight Conference
- Pet Nutrition and Health Marketing Conference
- Health and Nutrition Packaging Innovation Trends Forum
- HNC NutriGlobal Brand Show



BUSINESS MATCHMAKING

Overseas Buyer Business Matchmaking

Cross-Border Trade

With the continued growth of cross-border trade, the Asia-Pacific region and many overseas countries have become core target markets for domestic health companies to go global. The exhibition will selectively invite high-quality overseas buyers to engage in efficient face-to-face business negotiations with exhibitors, enabling exhibitors to seize cross-border business opportunities.

Product Matchmaking with E-Commerce Channels

MCN Agencies / Influencers

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 50 well-known MCN agencies and top influencers will be invited to attend for product selection.

Product Matchmaking with Top Retail Channels

Private Domain 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.

Business Matchmaking with Supermarket & Pharmacy Chains

Offline Channels

With the offline chain channels continuously revitalizing and upgrading, to help companies 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.



L. 600+ EXHIBITORS

*Part of the exhibitors, listed in no particular order.



MESSAGES FROM EXHIBITORS

ALAND



As a global dietary supplement CDMO, Aland showcased our product lines, flavor innovation platform, and supply chain solutions at HNCXPO. 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.

COSMAXNBT / COSMAX BIO



HNCXPO-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.

COMPLEMENTARY MEDICINES AUSTRALIA (CMA)



HNC 2026 was 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. This year also marked a special milestone, 10 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.

SIRIO PHARMA CO., LTD.



HNCXPO-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!

WRIGHT LIFE PHARMACEUTICAL LIMITED



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

ITALIAN TRADE AGENCY (ITA)



The Italian National Pavilion at HNC 2026 successfully highlighted the innovative vitality of our health and nutrition sector, featuring six leading enterprises. 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.

OMNI-CHANNEL RESOURCES

Professional Buyers Across All Channels

*Part of the professional buyers, listed in no particular order.



Domestic & Global Buyers

Quality Resources from Domestic Associations

Through the relationship network with the Committee of Health Care Consultation of China Health Care Association, Zhejiang Health Products and Cosmetics Industry Association, Jilin Traditional Chinese Medicine Health Industry Association, Shanghai Health-Care Products Trade Association, etc., the member enterprises and distributors/agents in various regions are organized into strong groups of professional visitors.

Integrating Informa's Global Resources

The organizers take advantage of the global show resources from the health, nutrition, natural & organic, food, baby & children, pharmaceuticals and beauty sectors of Informa Markets, as well as the international resources from CCCMHPIE, to invite overseas buyers from multiple channels.



*Listed in no particular order

Online & Offline Publicity

The organizers promote the exhibition and enterprises through channels such as vertical media, news feed ads, search engine marketing (SEM), news releases, short videos, influencer marketing, online live streaming, etc., as well as the offline channels such as airport/railway station advertising, subway station advertising, outdoor advertising, TV advertising in the office building, newspaper and magazine advertising.



*Listed in no particular order





HEALTH FOOD

Functional Food, Nutraceutical, Imported Dietary Supplement, Organic Food, Sports Nutrition, Maternity, Baby & Children's Health Food



BEAUTY PRODUCT

Beauty Oral Liquid, Cosmeceutical, Functional Product, Anti-Aging Product, Slimming & Skin Care Product



SPORTS NUTRITION

Protein Powder, Amino Acids, Carbohydrate Supplement, Electrolyte Supplement, Multivitamins, Minerals



WEIGHT MANAGEMENT

Meal Replacement, Carbohydrate Blocker, Metabolism Regulator, Body Shaping Complex Formula, Intestinal Health Product



TCM & TONIC

Ganoderma, Ginseng, Bird's Nest, Goji Berry, Dendrobium Officinale, Cordyceps, Donkey-Hide Gelatin, Chinese Herbal



EMOTIONAL HEALING

Essential Oil, Hydrosol, Aromatherapy Equipment & Diffuser, Aromatic Skincare Product, Aromatic Lifestyle Product, Service & Consultation



HEALTHY LIGHT FOOD

Low-GI Staple Food, Konjac Product, Whole-Wheat Flour Product, Low-Fat Meat, Organic Grain, Low-Sugar Snacks, Light Beverage, Plant-Based Product



PET NUTRITION

Pet Vitamin/Supplement, Joint Health Product, Probiotics, Pet-Specific Nutritional Formula, Skin & Hair Care Product



PERSONAL CARE

Oral Care/Health Equipment, Body Care, Facial Care, Maternal & Infant Care, Physiotherapy Instrument, Household Cleaning



SMART SENIOR CARE

Health Tourism, Institution, Financial Service, Informationalized Service, Rural Revitalization



MEDICAL SERVICE THIRD-PARTY SERVICE

Smart Wearable Monitoring Device, Smart Home Device, Precision Nutrition / Chronic Disease Management Solution, Cross-Border Medical Service



OEM, ODM, Cooperative R&D, Health Checkup, Consultation Service, Application & Marketing

EXHIBIT CATEGORY



FEATURED SHOW ZONES



International Brand Zone

Overseas enterprises from over 70 countries and regions including Australia, Canada, New Zealand, Italy, etc. will participate in the exhibition with leading brands.



TCM Nutrition Zone

A core hub for medicine and food homologous products including Chinese medicinal herbs, traditional tonics, innovative products, etc.



Regional Pavilions

The zone will showcase health and nutrition products with regional characteristics from Jilin, Zhejiang, Shandong, etc.



Emotional Healing Space

The space integrates healing products and services such as essential oils, hydrosols, skin care, testing equipment, and consulting.



Light Food Zone

A hub for organic light foods and healthy foods, providing comprehensive solutions covering all aspects of the light food sector.



Pet Nutrition Zone

The zone features a selection of pet nutritional supplements, nutritional formulas, hair care products, etc., and provides precise nutrition programs for pets.



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.



Smart Healthcare Zone

The zone displays intelligent digital medical care, nursing assistance, and smart healthcare solutions.



Creative Packaging Zone

A hub for the packaging products for health supplements, cosmetics, and functional foods and beverages.

