

# Shenzhen International Nutrition and Health Industry Fair

**2024**

**December 12-14**

**Shenzhen World Exhibition  
& Convention Center**



# SHOW REPORT

# EXHIBITION REVIEW



As the year-end highlight of the health and nutrition industry, the "Healthplex Expo, Natural & Nutraceutical Products Shenzhen 2024" (HNC Shenzhen 2024), co-organized by the China Chamber of Commerce for Import & Export of Medicines & Health Products (CCCMHPIE) and Sinoexpo Informa Markets, once again brought together global industry elites to showcase cutting-edge products and the latest technologies, pointing the way forward for future development.

At the same time, the HNC Shenzhen 2024 collaborated with the Hi & Fi Shenzhen and the NEII Shenzhen to create a new milestone for the "Shenzhen International Nutrition and Health Industry Fair". Together with the other major exhibitions hosted by Sinoexpo Informa Markets, covering themes such as food processing and packaging, catering, hotels, furniture, and lifestyle, they presented the "Connexion Shenzhen". The event covered a total area of 300,000 square meters, with over 3,000 exhibitors. More than 114,766 professional buyers, including domestic and overseas distributors, agents, import and export traders, e-commerce platforms, retailers, and manufacturers, gathered to explore the exhibitions. Media outlets, including network media, live broadcast platforms, and self-media, were all in place to compose a comprehensive network of resources, energizing the entire South China market. The exhibitions linked the entire value chain of the nutrition and health, food processing and packaging, hotel catering, lifestyle, coffee & baking, commercial space, and customized soft furnishing industries, creating a vertically integrated and widely interconnected one-stop platform in the Greater Bay Area.

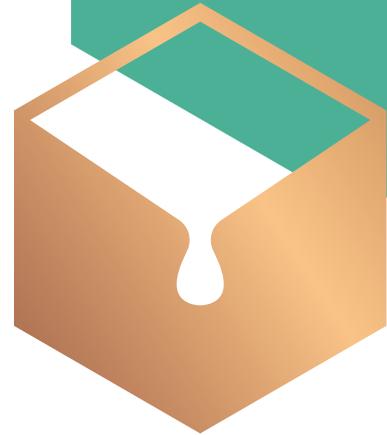
The exhibitions attracted professional visitors of over 50 countries and regions, including Chinese Mainland, Hong Kong, Taiwan, and Macao, as well as Malaysia, Singapore, the United States, Canada, Australia, South Korea, Japan, Thailand, Indonesia, the Philippines, etc. The HNC Shenzhen 2024, the Hi & Fi Shenzhen and the NEII Shenzhen showcased leading enterprises in the health industry, forming industrial interconnections. Exhibits included nutraceuticals, tonics, beauty and anti-aging products, natural health ingredients, food ingredients, natural extracts, health product ingredients, and trending items such as functional gummies, probiotics, plant-based drinks, collagen, vitamins, food therapy and medicinal products, OTC traditional Chinese medicines, bee products, dietary supplements, registered blue-hat products, plant extracts, functional innovative ingredients, and health-related products like massage equipment, home medical and health products, and age-friendly products for onsite experiences.

In addition to the dazzling array of exhibits and featured show zones, nearly 20 high-level forums, themed conferences, business networking sessions, and new product launches were successfully held, covering topics such as policy interpretation, marketing, R&D, channel matchmaking, etc. Industry association leaders, top university scholars, experts from research institutions, influential media personalities, etc. gathered to provide profound insights and inspiration for exhibitors and visitors, injecting powerful momentum into the continuous prosperity of the health industry.

# FEATURED EXHIBITORS

Listed in no particular order

 仙尔健康	 ERA	 健特药业	 汉典生物 Handian Biotechnology
 Nourishment 澳克罗健	 ARKHUM health	 微量元素集团 TRACE ELEMENTS GROUP	 莱特维健®
 菌钥大健康 KEYUO HEALTH	 澳健生物	 innoBio® 医诺	 SUPA MEGA
 仁和集团 Renhe Group	 利伟保健 Dr. Lanwill	 根莱健康 全球化妆品原料品牌工厂 Global Cosmetics and Food Factory	 美太
 云南白药   滋补保健品事业部	 ZIBU TANG 滋补堂®	 DALDREM 大医德美	 Natural product organic
 connecting nutrition and health	 herb 天行健 TIANXINGJIAN	 HS 泓 寿	 哈博药业 HB-DRUG
 科华药业	 德德康健	 慧谷康 HUGCON	 润心生物
 中益生 ZHUYISHENG	 量子高科 泰莱集团成员	 福同 YOUR RELIABLE PARTNER	 KEPLER
 上海领誉科技 SHANG HAI LING SHEN TECHNOLOGY	 NUGENE 核芯医药	 仙芝堂	 芝神堂® — SINCE 1990 —
 Noble Health® 广东高品健康产业有限公司	 普博源	 TANLAER	 成锋医药包装 CHENG FENG MEDICINE PACKING
 D'Swiss®	 HUATAI omega-3™	 KinOmega	 Herb-key 慧科
 Hunan NutraMax 绿益生物	 斯迈特生物	 一科生物	 粤环 佛山市顺德区医药包装材料厂有限公司
 森弗 SCIPHAR	 cetar	 HUIBONG	 FENGRUI BIOTECH 王瑞生®
 Johncan TECHNOLOGY & PHARMACEUTICALS 众芝康	 HUIR 惠瑞生物	 HC 天地人和 诚信	 康悦博健®
 玖源生物 Jiuyuan Biotech	 BAK 贝欧博控	 fengrun	 TG
 佳成生物 Jiacheng Biotechnology	 JAXING 佳信信	 康植生物	 蓝深科技 LANSHEN TECHNOLOGY
 天音生物 TIAN YIN SHENG WU	 senyo 未来更天然 深友	 SHEERHERB	 诗信药业
 zörüe®	 FocusHerb 番恒生物	 康瑞福球生物	 人民药业
 普瑞康® practical	 鲁尊生物	 善恩康 THANKCOME	 拓豊 TRUTHFUL FOOD



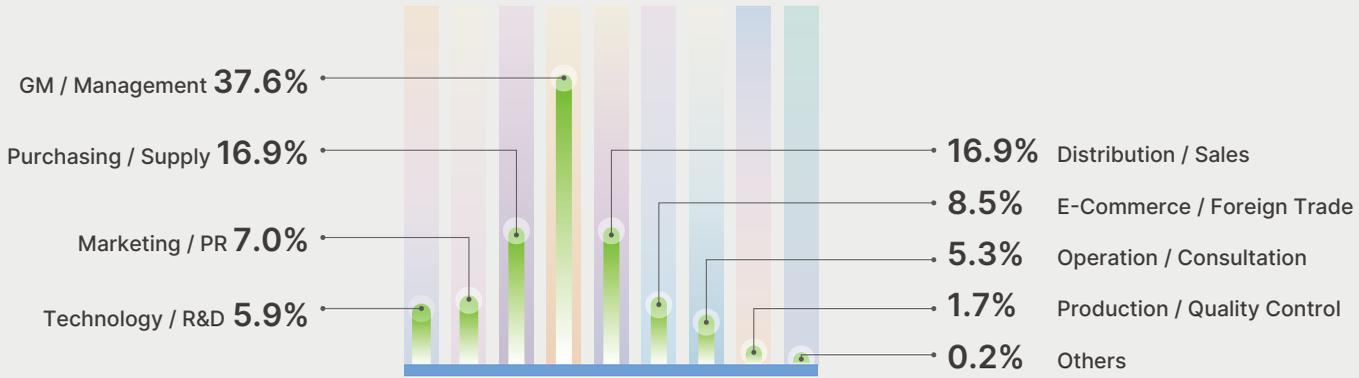


# VISITOR ANALYSIS

\*According to the Statistics of Visitor Survey



## Visitor Position





## Visitor Source



Channel / Agent / Distributor



Brand Enterprise



Manufacturer



Importer & Exporter



E-Commerce / Cross-Border E-Commerce



Beauty & SPA Center / Healthcare Center



Supermarket / Retailer / Pharmacy



WeChat Business / Group Purchase



Media / Internet / MCN



Direct-Sale / Franchised Store



Packaging / Supply Chain / Logistics



Academic & Research Institution / Government / Association / Consulate



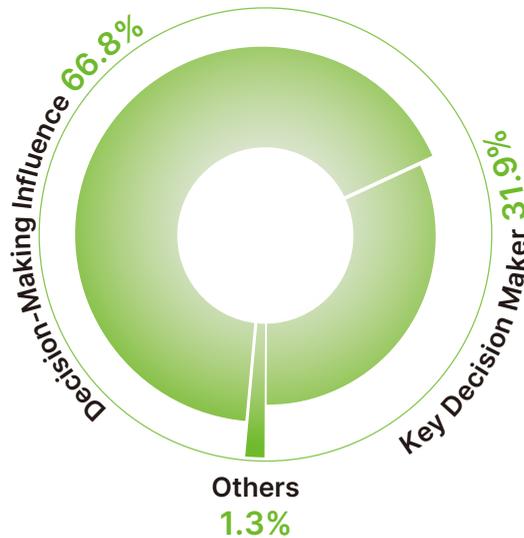
Brand Design / Marketing Consulting



Investment & Financing Institution



## Decision-Making Power

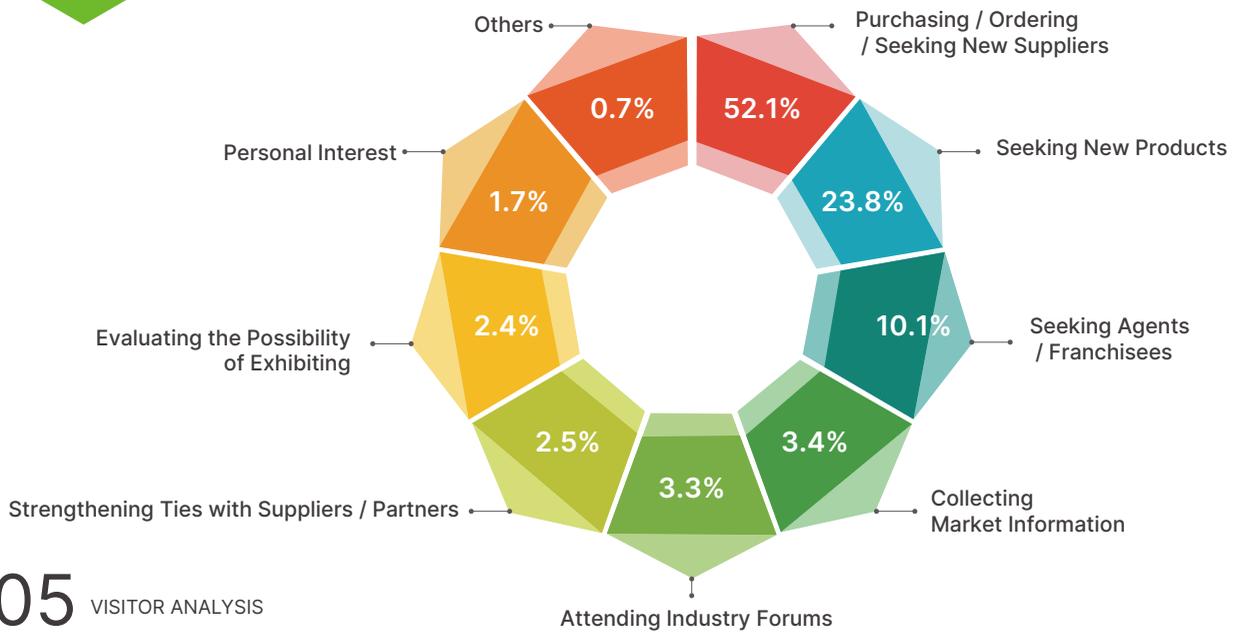




## Visitors Were Looking For



## Visiting Purpose

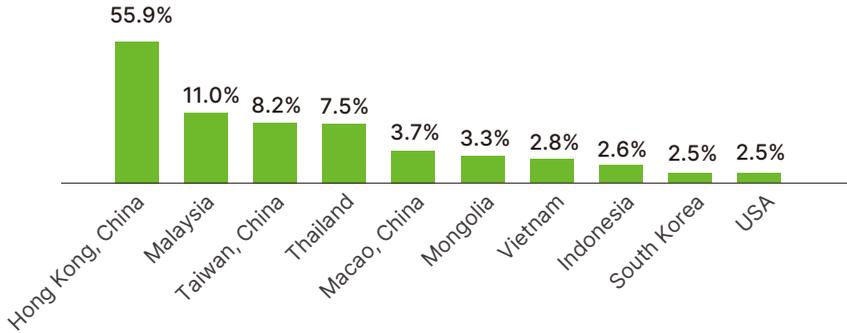




## Top 10 Domestic Visitor Source Region



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



### Satisfaction with the Experience at the Exhibition

(0-Extremely dissatisfied, 10-Extremely satisfied)



### Possibility to Visit HNC Shenzhen Again

(0-Scarcely possible, 10-Quite possible)



### Possibility to Recommend HNC to Friends or Colleagues

(0-Scarcely possible, 10-Quite possible)

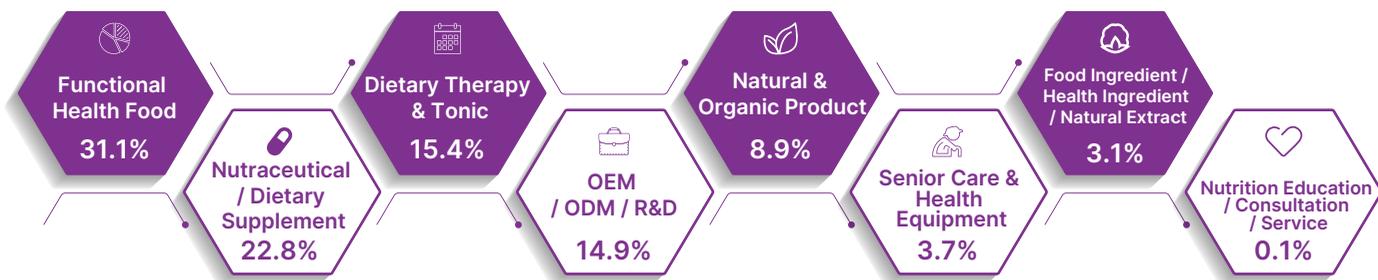


# EXHIBITOR ANALYSIS

\*According to the Statistics of Exhibitor Survey

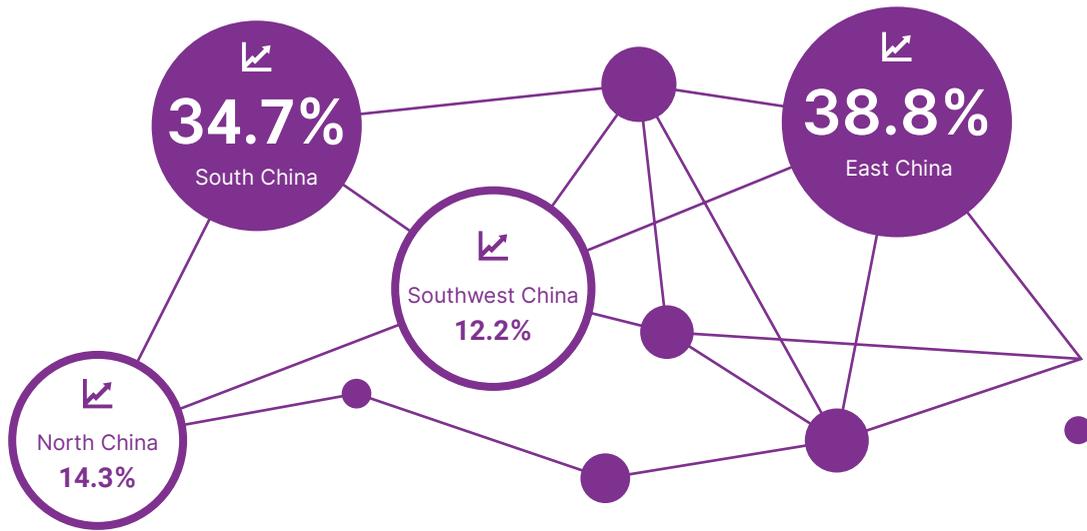


## Exhibit Categories





## Market Which Exhibitors Focus on



## Satisfaction with the Experience at the Exhibition

(0-Extremely dissatisfied, 10-Extremely satisfied)



## Possibility to Recommend HNC to Friends or Colleagues

(0-Scarcely possible, 10-Quite possible)





## Exhibiting Purpose



Seeking  
New Clients



Seeking Agents  
/ Distributors / Partners



Corporate Image  
& Product Promotion



Maintaining Business  
Relationship



Business  
Development



Collecting  
Market Information



New Product  
Launch



Others



# ONSITE ACTIVITIES

## The 13th Nutraceutical Industry Development Conference (NIDC)

Organizers: CCCMHPIE / Sinoexpo Informa Markets  
Co-Organizers: The Dietary Supplement Professional Committee of CCCMHPIE

After more than a decade of careful development, the “13th Nutraceutical Industry Development Conference” once again empowered the nutrition and health industry, providing a visionary perspective on the development path of the industry. It analyzed and forecasted the industry's future from multiple dimensions, including industry hotspots, policy guidance, R&D innovations, and market channels. Eight experts and scholars from authoritative industry organizations, leading brand companies, and cutting-edge data marketing platforms gathered to share their insights, practical experiences, and innovative ideas, collaborating to drive innovation and development within the industry. The conference attracted nearly 150 attendees and was a great success.



## HBIF | Health Industry Innovative Marketing Forum 2024

Organizers: CCCMHPIE / Sinoexpo Informa Markets  
Co-Organizers: Zhongze Media / Feigua / Health Industry Alliance

To help businesses understand the new trends in marketing, the HNC Expo's forum IP, the Health Business Innovation Forum (HBIF) made its debut at the HNC Shenzhen. As a major health industry brand marketing event, the Shenzhen's HBIF focused on public-private domain conversion strategies, sharing successful product cases, and demonstrating the powerful influence of content-driven marketing and the practical results of channel empowerment. The forum addressed hot topics such as brand marketing transformation challenges, product innovation bottlenecks, emerging brand growth dilemmas, etc. It aimed to assist businesses in expanding their thinking, improving marketing effectiveness, and optimizing business models for sustainable growth. The forum attracted over 300 industry elites and professionals, creating a vibrant and dynamic atmosphere.





## 2024 National Bee Industry Conference

Host: China Bee Products Association  
 Co-Host: CCCMHPIE  
 Guangdong Bee Products Association  
 Organizer: Sinoexpo Informa Markets

The 2024 National Bee Industry Conference successfully concluded with the theme "Cultivating the Market, Sharing Development". Over 300 bee industry experts, scholars, business representatives, and beekeeping cooperatives from across the country attended the conference. The conference focused on key issues in the Chinese bee industry, including development trends, product quality and safety, marketing strategies, etc. It provided an in-depth analysis of the trends in the industry, advocated for market cultivation, innovation integration, and anti-counterfeit initiatives, and explored a high-quality development path for the industry. The conference not only offered a valuable platform for industry professionals to exchange ideas but also injected energy into the sustainable and healthy development of China's bee industry.



## The Greater Bay Area Healthy Lifestyle Forum 2024

Organizers: Shenzhen Association for the Development & Promotion of Health Industry / Shenzhen Health Care Association

The Greater Bay Area Healthy Lifestyle Forum 2024 addressed cutting-edge topics such as proactive health, precision nutrition, and chronic disease management. The forum provided a forward-looking platform for knowledge sharing and learning, offering insights into new approaches to improving national health levels. The participants discussed new opportunities under the "Healthy China" strategy and envisioned a future of healthy, harmonious, and sustainable development. The forum attracted more than 150 health sector experts, scholars, and industry representatives.



## The 2nd New Nutrition Science Forum 2024

Organizers: New Nutrition Business / Nutrition Box / JING HE DAO  
Strategic Partners: Microecology Healthcare Specialty Committee of the China Society for the Promotion of Science and Technology Commercialization / Dietitians Association of Fujian / TAI HE XI

The 2nd New Nutrition Science Forum 2024 brought together experts from institutions such as the China Society for the Promotion of Science and Technology Commercialization, the Dietitians Association of Fujian, Shenzhen Nanshan People's Hospital, Jinan University, Harbin Institute of Technology (Shenzhen), Research Institute of Tsinghua University in Shenzhen, Guangzhou University of Chinese Medicine, COFCO Nutrition and Health Research Institute, etc. The forum, themed "Industry-Academia Collaboration and Scientific Innovation Leadership", covered topics such as gut microbiota, nano-selenium, brain health screening, rehabilitation medicine, aging health, nutritional diets, and women's health. The forum featured in-depth presentations and roundtable discussions, with over 280 industry elites coming together to explore the limitless potential of nutritional science and the future of the industry.

## Nutrition & Health Industry Breakthrough Forum 2024 — Opportunities, Challenges & Innovations

Organizers: Health Care Food Profession Association of Guangdong Province  
Sinoexpo Informa Markets

The Nutrition & Health Industry Breakthrough Forum 2024 brought together marketing and brand strategy experts, industry leaders, and senior association representatives to explore topics such as "Strategic Breakthrough in the Health Food Market by 2025", "Opportunities in the Nutrition and Health Era", "How Health Enterprises Can Achieve Sustained Growth", "The Role of Mergers and Acquisitions in Industry Breakthroughs", and "REDnote Strategies for Health Food Marketing". The forum provided valuable insights and strategic guidance for businesses looking to innovate and achieve sustainable growth in the new era.





## Forum on High-Quality Development of Medical Device Market 2024

Organizer: Zhuhai Association of Medical Devices Industry

The forum aimed to help medical device companies gain a deeper understanding of industry dynamics, enhance their ability to estimate product R&D costs, strengthen clinical trial research for aesthetic medical products, gain insights into international market entry policies, and further explore technological innovation and market expansion in medical devices. Forum topics covered "Medical Device Industry Distribution in Zhuhai", "Reasonably Controlling R&D Costs to Maximize Product Value", "Clinical Trial Design for Aesthetic Medical Products", "Opportunities and Entry Requirements for Medical Devices in International Markets", etc. The forum provided strong support for companies to accurately grasp industry trends and explore domestic and international market channels.



## Healthy China 2030: The Third Health Food Innovation and Development Forum

Organizers: Guang Dong Institute of Food Science and Technology  
Sinoexpo Informa Markets

This forum focused on the innovation and development of health ingredients and food additives, and invited several authoritative experts to give keynote presentations, achieving a fusion of academic conferences and exhibitions. Government officials from regulatory departments, scholars from universities and research institutes both inside and outside the province, as well as managers and R&D personnel from food companies, gathered to discuss the health food industry.



## 2024 Functional Ingredients Application Innovation Forum —Breaking Homogenization, Discovering New Opportunities in the Industry

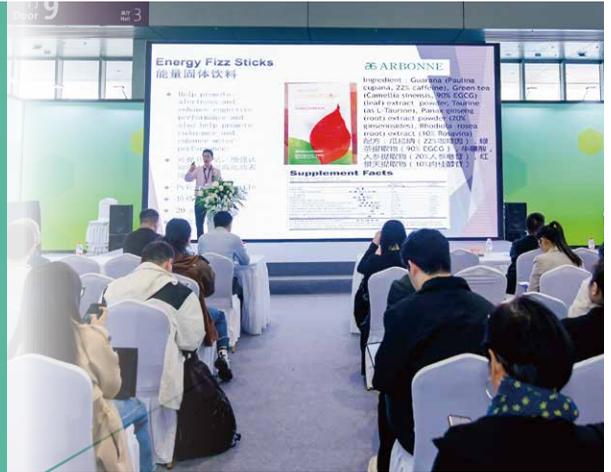
Organizers: Foodatalink / Sinoexpo Informa Markets

In the wave of nationwide health awareness, the demand for functional foods among consumers has continued to grow, driving the expansion of application fields for functional ingredients in both domestic and international markets. This forum focuses on the upstream raw material processing, midstream producers, and trends in terminal consumer demand. Keynote speeches have been given from various dimensions, including market trends, product creation, raw material development and application, and efficacy validation. Together, we have explored new opportunities in the health industry under the new consumption era, empowering the health sector for a "new" upgrade!

## Natural Extracts Innovative Application and Nutricosmetics Functional Food Trends Forum 2024

Organizers: CCCMHPIE / Sinoexpo Informa Markets  
Co-Organizer: Hangzhou Dingshi Technology Co., Ltd.

The Natural Extracts Innovative Application and Nutricosmetics Functional Food Trends Forum 2024, along with the trends in nutricosmetics functional food, brought together industry leaders to engage in in-depth discussions on the cutting-edge technologies, scientific research outcomes, and developmental trends. This forum infused new vitality into the industry's growth and outlined a clear path forward. It served not only as a hub for the exchange of ideas but also as a bridge connecting the upstream and downstream of the industry. It provided nutricosmetics functional food enterprises with a strong impetus to anchor trends, seize opportunities, and ride the wave to initiate a new phase of product iteration and market expansion.



## ProVeg Innovation Competition: Youth Creativity, Optimizing Food Systems

Organizer: ProVeg International

The ProVeg Innovation Competition has been held for six consecutive years in the Asia-Pacific region, partnering with top food companies to host a food innovation competition. In the 2024 competition, ProVeg has invited three finalist student teams to showcase their innovative ideas and explore the opportunities and challenges in the plant-based food sector. This competition has not only allowed students to gain in-depth understanding of the cutting-edge achievements in synthetic biology and algal technology but has also broadened their perspectives across multiple fields, including chemistry, biology, materials science, agriculture, and medicine.





### New Health Potential · Product Matchmaking for E-Commerce Channels

Organizer: Sinoexpo Informa Markets  
 Supporter: Congzistars

In the wave of new retail, e-commerce continues to lead. To build a direct bridge connecting exhibitors with online retail channels, the “New Health Potential · Product Matchmaking for E-Commerce Channels” invited top MCN agencies, influencers, group buying leaders, and other online channel representatives to meet face-to-face with over 80 exhibitors for efficient discussions. The forum aimed to uncover new potentials in health consumption and explore new e-commerce collaborations, driving the “new potential” in the health development.



### New Health Growth · Product Matchmaking for Chains & E-Commerce Channels

Organizers: Sinoexpo Informa Markets  
 Guangdong Chain Operations Association

At the “New Health Growth · Product Matchmaking for Chains & E-Commerce Channels”, exhibitors had the opportunity to negotiate with well-known national chain supermarkets, chain pharmacies, and popular online platforms. The business matchmaking area is dedicated to creating an efficient trade interaction space to promote deep integration of resources and lead the new era of multi-channel growth.





## Overseas Ingredients Buyer Match-making

Organizer: Sinoexpo Informa Markets

The Overseas Ingredients Buyer Match-making has been organized by Hi & Fi Shenzhen, aiming to facilitate exhibitors to explore international market opportunities. 20 buyers from Europe and Southeast Asia have been invited to the event to source ingredients onsite. The buyers' procurement needs have included high quality ingredients such as NFC/Juice Concentrate Powder (buyers from Russia) and Collagen Peptide (buyers from Thailand).



## Hi Health Happy Hour — Health & Nutrition Salon

Organizers: CCCMHPIE / Sinoexpo Informa Markets

The industry elites from various sectors of the food and health industry chains gathered in Shenzhen to witness the announcement of several important awards. The awards of "Health Ingredient Star", "Health Industry Pioneer", and "Health Industry Outstanding Contribution" granted honors to distinguished industry leaders. The atmosphere at the salon was lively, with violin and guzheng performances adding an artistic touch, and several rounds of lucky draw bringing the surprises and delights to a climax. The salon not only promoted exchanges and cooperation within the industry but also inspired every industry professional to contribute their valuable wisdom and strength to the continuous development of the health industry.



## EXHIBITOR QUOTES

**01** The exhibiting experience this time exceeded expectations. The Hall 3 where Sirio was located was full of people and we gained many potential clients. During the exhibition, all work went smoothly and orderly, inseparable from the meticulous preparation and considerate service of the organizers. Every detail showed their dedication. We are grateful for the efforts of the organizers and look forward to continuing to work together in the future!

**SIRIO PHARMA CO., LTD.**

**02** Thanks for providing a bridge for us to connect with brands and industry professionals in the health industry, promoting China's health industry to lead the global trends. As a company with two large-scale GMP-certified production factories in the mainland and Hong Kong of China, Wright Life gathers high-quality ingredients from around the world and efficiently offers superior OEM manufacturing services and exceptional product quality.

**WRIGHT LIFE PHARMACEUTICAL LIMITED**

**03** The HNC is a specialized trade and exchange platform for the health industry. This time the Supermega Group presented professional and comprehensive customer solutions, which received praise from numerous professional buyers. We sincerely wish the HNC expo will continue to thrive!

**SUPERMEGA GROUP**

**04** We are extremely grateful to the HNC providing a comprehensive one-stop business and trade exchange platform. During this exhibition, our company showcased advanced anti-aging services and products from Japan, engaging in in-depth exchanges with excellent domestic buyers and numerous brand owners, and received wide recognition and praise. Thanks for the high-quality services provided by the organizers. We wish the HNC will continue to flourish and become even better!

**YURALA CO., LTD.**



# 05

It is a great honor to participate in the HNC Shenzhen 2024. As the top brand of honey water in China, "Fengjie" attracted numerous domestic and international clients to our booth. Fengjie displayed its classic products as well as new offerings, gaining favour from over 600 clients. We are deeply grateful for the exhibition platform and the networking opportunities it provided. We will continue to follow and participate in future exhibitions and activities, and we wish the HNC a better tomorrow.

**SHAANXI GUOFENG GREAT HEALTH  
INDUSTRY CO., LTD.**

# 06

Thanks for the platform provided by the organizers. Through the HNC Shenzhen, we have connected and exchanged with hundreds of clients, and harvested potential collaboration opportunities, which are beneficial for conducting sales business and the optimization of supply chain. Additionally, it has opened up more possibilities for media collaborations. We hope to establish deeper cooperation with HNC and embrace new opportunities.

**YUNNAN BAIYAO HEALTH SUPPLEMENTS  
BUSINESS UNIT**

# 07

The exhibition is a highly rewarding event for exhibitors like us who specialize in innovative functional ingredients. It provided an excellent opportunity to show our strength, expand our business, and engage in exchanges and cooperation, bringing us immeasurable commercial value and brand influence.

**GOLDEN HEALTH (GUANGDONG)  
BIOTECHNOLOGY CO., LTD.**

# 08

Exhibiting at the Shenzhen exhibition allowed us to deeply feel the dedication and professionalism of the organizers. The positioning of the exhibition aligns perfectly with our main business, serving as an effective platform for market promotion. The health industry is currently a highly popular sector. Thanks for providing a display platform for enterprises. We look forward to an even more spectacular exhibition next time.

**SHAANXI HUIKE BOTANICAL  
DEVELOPMENT CO., LTD.**

# 09

The Shenzhen exhibition attracted a large number of professional visitors, creating an efficient business platform for us. Our brand was fully showcased, and we gained numerous potential clients and cooperation opportunities. We look forward to deep participation in future exhibitions.

**LUHUA BIOMARINE (SHANDONG) CO., LTD.**

# 10

The Shenzhen International Nutrition and Health Industry Fair 2024 was impressive in scale, high in level, effective in results, and highly professional, leaving all participants with much to gain. We anticipate participating in the next edition!

**HUBEI ENSHI PAVILION**

# SHANGHAI

Healthplex Expo 2025  
Natural & Nutraceutical Products China 2025  
June **24-26**, 2025

National Exhibition and Convention Center (Shanghai)

# SHENZHEN

Shenzhen International Nutrition and Health Industry Fair  
December **16-18**, 2025

Shenzhen World Exhibition & Convention Center

[WWW.HNCEXPO.COM/EN/](http://WWW.HNCEXPO.COM/EN/)



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

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International Exhibition Co., Ltd. (Sinoexpo Informa Markets)

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