



**Health ingredients**  
China  
健康天然源



**Food ingredients**  
Asia-China

**22-24 June 2019, NECC, Shanghai**

**China's plant-based market is expected to grow to \$11.9 billion by 2023**

## Key growth drivers in the region:



### Health concerns:

Increasing obesity rates are creating awareness about the benefits of a plant-based diet



### Increased disposable incomes:

43.6% of the sales from plant-based meat came from the tier one cities – Beijing, Shanghai, Guangzhou, and Shenzhen in 2018



### Young population:

The main segments interested in a plant-based diet are Millennials and Gen-Z

## Did you know?

- **It all starts from above!**  
The Chinese government's dietary guidelines released in 2016 recommend reducing meat consumption by 50% - which is beneficial for the environment and public health!
- **Figures...**  
The 'free-from' meat market in China has grown 33.5% since 2014, and was worth \$9.7 billion in 2018
- **Let's celebrate our roots!**  
China held its first plant-based meat festival, the 'MeatFest' in Shanghai in 2019 to promote domestically sourced plant-based products.
- **It's snack time!**  
The Chinese snack industry is expected to have an output of \$433 billion in 2020. China is the largest consumer of savoury snacks.
- **Time to shake things up!**  
A study by specialist PR agency Ingredient Communications revealed that 46% of vegans and 23% of vegetarians are not satisfied with available plant-based

## Top 'Plant-based' Foods in China

Veggie dumplings

Wheat-gluten (kao-fu) based dishes

Plant-based meat made from beans, legumes, seeds and vegetables

Lotus-root

Fake fish made from soy/tofu

Join us in Shanghai this June to learn all about the plant-based market in China, and to source innovative ingredients for your plant-based solutions.

[www.figlobal.com/china/](http://www.figlobal.com/china/)