

Smart Nutrition



Why China?

Nutrition is one of the most essential and cost-effective factors that contribute to public health. With a population of over 1.4 billion people, China faces the significant challenge of providing adequate nutrition to its citizens. Particularly, as Chinese consumers become more health-conscious along with the rising incidence of lifestyle-related diseases, there is an increasing demand for healthier food options and making informed choices about their nutrient intake.

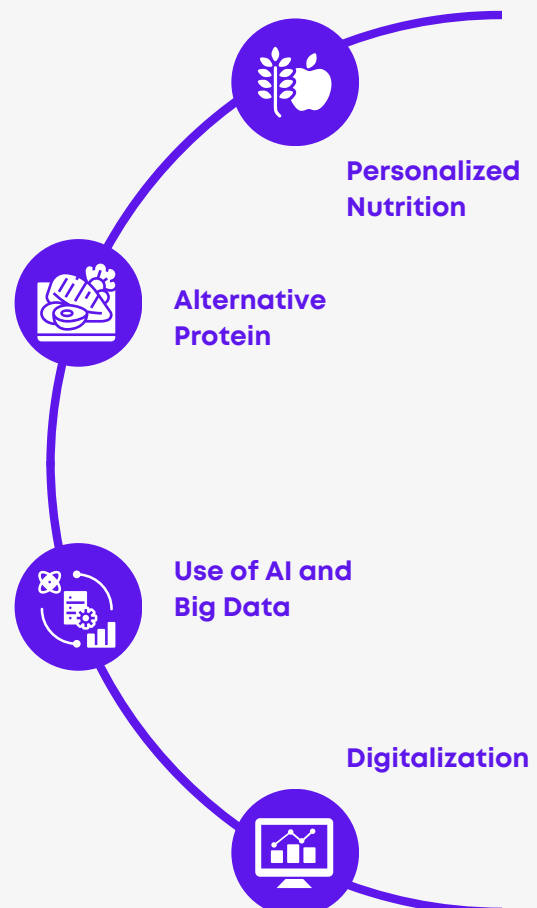
The Chinese government has recognized the importance of smart nutrition and has been promoting it as part of its national health initiatives.

Under the national health blueprint *Healthy China 2030*, a corresponding

National Nutrition Plan (2017–2030) was announced in 2017,

underscoring the importance of providing people with nutrition-enriched food that meets their individual needs while promoting healthy and sustainable dietary patterns. By promoting smart nutrition, which focuses on optimizing the nutritional value of food while minimizing its environmental impact, China can also work towards a more low-carbon food system, which is essential for achieving its carbon neutrality goals.

Opportunities for Swiss startups, corporate innovators and academic researchers in the Chinese market come from, but not limited to, the following subsectors:



Key Drivers in the Ecosystem

Policy

The Chinese government issued national initiatives such as Healthy China 2030 and National Nutrition Plan (2017-2030), facilitating the development of the nutrition industry. Key goals include encouraging the development of innovative and specialized nutritional food and supplements, the adoption of wearable devices and the use of AI and big data for a more digitalized health and nutrition system.

Corporate

Domestic enterprises such as By-Health and H&H Group are taking the lead while foreign firms including Nestle, DSM, Danone, and Abbott also have a significant presence in the market. An increasing number of companies in China have recognized the potential of smart nutrition technologies and are investing heavily in research and development to create high-quality and innovative solutions. The main approaches include partnering with universities, research institutions and foreign enterprises to develop new products and technologies.

Entrepreneurship

Startups in the nutrition industry are attracting significant investment in China, as large companies seek to stay ahead of the curve in terms of innovation and meet the changing needs and preferences of consumers. For example, By-Health, a leading Chinese company that specializes in health and wellness products, has been actively investing in startups in the field. Investors put USD 152 million into alternative-protein companies in 2022 in China, a 533% increase from USD 24 million in 2021.

Academia

Smart nutrition is a growing field of interest in Chinese academia, with more institutions and researchers working on the areas such as the adoption of nutrition interventions to improve human health and prevent chronic diseases, personalized nutrition, and the use of technology to develop innovative nutrition products. Leading institutions include China Agricultural University, Jiangnan University, Zhejiang University, and South China University of Technology.

Contact

Swissnex in China offers our services to Swiss startups, corporates and academic partners looking to dive further into the smart nutrition ecosystem in China.

Please reach out to Philippe Roesle at philippe.roesle@swissnex.org for any inquiries.

Sources

Healthy China 2030 (<https://www.who.int/teams/health-promotion/enhanced-well-being/ninth-global-conference/healthy-china>)
The National Nutrition Plan (Year 2017-2030) (<https://extranet.who.int/nutrition/gina/en/node/24710>)
Chinese investors taste opportunity in alternative-protein sector, driving sixfold funding increase in 2022 (<https://www.scmp.com/business/article/3210424/chinese-investors-taste-opportunity-alternative-protein-sector-driving-sixfold-funding-increase-2022>)