2024中国消费健康行业

发展报告

商务部投资促进事务局

Investment Promotion Agency of the Ministry of Commerce

Development Report

2024 China Consumer Health Industry

序言

中国政府对消费健康行业高度重视，将健康强国提到国家战略的高度。近年来，中共中央、国务院相继出台了《“健康中国 2030”规划纲要》、《国民营养计划（2017-2030）》、《国务院办公厅关于发展银发经济增进老年人福祉的意见》等一系列政策，促进了全民健康意识的提升和健康产业的发展。未来，中国将持续增加对医疗健康领域投入，更加精准地支持互联网医疗、健康管理、健康教育发展，为消费者的健康生活保驾护航。

党的二十届三中全会就进一步全面深化改革、推进中国式现代化作出全面部署，要求积极扩大内需，发挥超大规模市场优势，增强国内国际两个市场的联动效应。中国坚持以高水平开放推动高质量发展，完善对外开放机制，建设开放型经济新体制，创造消费新场景，培育外贸新动能，让中国大市场成为“世界大机遇”。随着居民收入水平的不断提高和社会老龄化不断加深，中国消费健康行业飞速发展，市场广阔、需求多元化、增长潜力大，成为中国大市场和世界大机遇的重要组成部分。

商务部投资促进事务局聚焦中国消费健康行业，携手地方商务部门、产业园区、世界 500 强企业、金融机构以及专业咨询公司联合发布本报告，梳理解读政策文件，分析行业数据，访谈行业专家和龙头企业，从行业现状、发展趋势、面临的机遇和挑战等方面展开论述，对未来发展做出展望，旨在帮助各方了解中国消费健康行业的发展态势，为地方政府、产业集群、国内外企业以及相关从业人员提供借鉴和参考。

课题组

生命健康产业跨境合作委员会介绍

随着经济全球化的不断深入发展，各国都在加强投资促进工作力度，越来越重视投资促进的专业性和有效性。以产业为切入点推动投资促进工作，更加符合企业发展的需求。生物医药及医疗产业是当前各国高度关注的领域，也是中国政府大力支持的战略性新兴产业之一。在“务实、专业、科学、高效”理念指导下，商务部投资促进局牵头成立生命健康产业跨境合作委员会（以下简称“委员会”），旨在搭建公共服务平台，有效集聚各类优势资源，促进国内外生物医药及医疗生命健康企业、园区及相关各方投资合作，实现多方共赢。

委员会围绕生物医药、医疗器械、数字医疗、康养服务、中医药、生物技术、基因技术、脑科学、健康食品等重点领域搭建“生命健康产业跨境合作平台”，深度服务地方政府和园区、各类企业、科研院所、行业组织等，致力于强化政企沟通、集聚优质资源、促进各方合作、解决共性问题，推动产业实现开放性发展。

2024 年，商务部投促局牵头在生命健康产业跨境合作委员会下成立消费健康工作组（以下简称“工作组”），并召开第一次会议，国内外十余家行业领军企业参会。工作组旨在深入了解行业需求，聚集各类优势资源，搭建公共服务平台，加深对消费健康行业的研究和探索，促进行业内各方协同发展和创新合作，实现多方共赢。

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（一）自上而下，政策利好推动行业发展

2024 年 7 月 15 日至 18 日，中国共产党第二十届中央委员会第三次全体会议在北京召开，全会审议通过了《中共中央关于进一步全面深化改革、推进中国式现代化的决定》，就进一步全面深化改革、推进中国式现代化作出全面部署。在健康服务供给方面，全会明确提出了加快建设分级诊疗体系的任务，显著加强基层医疗卫生服务，提高基层医疗机构对消费健康产品的需求；推动轻微疾病管理和自我保健成为分级诊疗体系的“第一张网”，有利于进一步普及消费健康产品的应用；完善中医药传承创新发展机制，推动中医药健康产品的创新，满足消费者对中医药产品日益增长的需求。在产业发展方面，全会明确提出深化外商投资促进体制机制改革，保障消费健康行业中外资企业在华的国民待遇，支持其参与产业链上下游配套协作，促进跨境电商发展；进一步减少环境影响，完善政策和治理体系，促进行业在环境、社会和治理（ESG）方面的全面发展，确保消费健康行业的可持续发展。

2024年8月3日，由国务院发布的《国务院关于促进服务消费高质量发展的意见》明确提出，要提升消费健康服务水平，推进医疗健康服务创新，要求深化医药卫生体制改革，促进医疗资源优化配置，加强医药产品和服务供给能力。《意见》提出通过发展“互联网+医疗健康”等新模式，推动健康服务领域的数字化转型，并鼓励企业创新消费健康产品和服务模式，促使消费健康行业企业加快技术升级，增强服务供给的精准性和高效性，为消费者提供更加优质的健康服务。

此外，2024 年 1 月 15 日，国务院发布的《国务院办公厅关于发展银发经济增进老年人福祉的意见》，聚焦老年人群体，提出要完善老年健康服务体系，鼓励发展符合老年人需求的消费健康产品。《意见》明确要求推进医养结合，加快老年健康服务业

的发展。这为消费健康行业开辟了新的市场空间，尤其是在老年人健康管理、慢性病防控、康复护理等领域。

除上述在近期推出的新政策以外，自十三五以来中共中央、国务院相继印发的《“健康中国 2030”规划纲要》、《国民营养计划（2017-2030）》等一系列国家政策和文件始终将健康强国提到国家战略高度，体现出中国政府对消费健康行业的高度重视（图 1），行业将迎来全面发展。

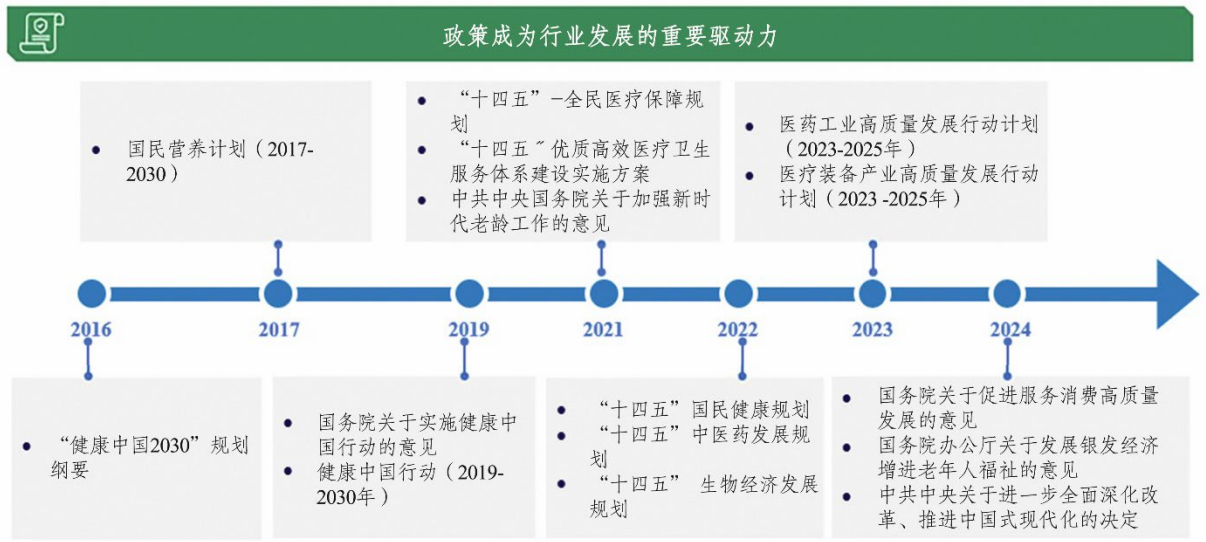


图 1：消费健康行业政策历程

资料来源：案头研究、理特咨询分析

高质量发展是全面建设社会主义现代化国家的首要任务，开放是中国式现代化的鲜明标识。党的二十届三中全会就完善高水平对外开放体制机制作出系统部署，明确提出以开放促改革，建设更高水平开放型经济新体制。就商务领域来说，中国消费规模持续扩大，货物贸易连续 7 年全球第一，服务贸易位居世界前列，双向投资大国地位日益巩固。面对严峻复杂的国际环境，面对艰巨繁重的国内改革发展稳定任务，商务部坚决贯彻落实党中央决策部署，完整、准确、全面贯彻新发展理念，推动商务高质量发展，服务构建新发展格局，为推进中国式现代化提供强大动力和制度保障。

中国式现代化是人类历史上规模最大、难度最大的现代化，要求积极扩大内需，发挥超大规模市场优势，增强国内国际两个市场的联动效应。商务工作要以高水平开放推动高质量发展，为中国式现代化厚植强大物质基础，就是要创造消费新场景，培育外贸新动能，擦亮“投资中国”品牌，让中国大市场成为全球创新活动的“强磁

场”。因此，居民消费实现新发展、对外贸易增添新动能、利用外资迈出新步伐和国际经贸合作取得新突破是商务部一直以来的首要任务和重点工作。今年以来，商务运行稳中有进，为国民经济发展作出积极贡献：上半年消费保持平稳增长，社会消费品零售总额 23.6 万亿元，增长 3.7%。

为了激发消费健康行业的活力，并推动药品流通行业的规范化发展，商务部发布了一系列政策文件，为消费健康行业的高质量发展提供了有力政策支持，奠定了坚实基础：

以开放促改革，建成高水平经济体制——商务部在党的二十届三中全会精神指导下，强调深化改革开放和完善高水平对外开放体制机制的重要性。商务部党组书记、部长王文涛指出，商务部必须高举改革开放大旗，为中国式现代化提供强大动力和制度保障。坚持以开放促改革。改革与开放相辅相成、相互促进。改革到位了，开放能力才更强，开放空间才更大；开放扩大了，改革动力才更足，改革效果才更好。消费健康行业正面临重要的发展机遇，更高水平对外开放就是更好对接国际高标准的开放，更加积极的自主开发，进一步放宽市场准入，推动国际合作与交流，让中国大市场成为世界大机遇。

以提消费促内需，实现消费高质量发展——消费是经济增长的重要引擎，商务部着力增强消费对经济发展的基础性作用，推动经济政策向惠民生落脚。在 2021 年发布了《关于进一步做好当前商务领域促消费重点工作的通知》，明确要发展新业态新模式新场景、促进线上消费发展、扩大进口消费，通过优化消费环境、加强消费保障、创新消费模式等多项举措，进一步增强消费者的信心和消费意愿。今年，将继续立足商务工作“三个重要”定位，打造服务消费、健康消费等新的增长点，促进消费高质量发展。

以完善体系促行业升级，满足人民健康需求——药品流通是国家医药卫生事业和生命健康产业的重要组成部分，是关系人民健康和生命安全的重要行业。在药品流通领域，商务部发布了《关于“十四五”时期促进药品流通行业高质量发展的指导意见》，旨在贯彻落实党中央、国务院关于深化医疗卫生体制改革、实施健康中国战略的决策部署，全面提升药品流通现代化水平，促进行业高质量发展。《意见》在完善加快物流网络建设、发展新业态新模式、积极开展国际交流与合作等方面提出具体措施，增强药品流通服务民生能力，提升药品供应的安全性、可及性、便利性，强化人民群众的获得感、幸福感、安全感，为服务医疗卫生事业和满足人民健康需要发挥重要支撑作用。

（二）自下而上，供需并进拉动行业增长

一方面，消费者对健康的认知和重视度不断提升，催生着中国消费健康行业蓬勃发展。另一方面，消费健康行业的企业也注意到需求的变化，主动在产品创新、营销等方面加大投入。在供需两端的共同作用下，消费健康行业不断发展（图 2）。

图 2：消费健康行业驱动因素

资料来源：案头研究、理特咨询分析

（三）居民收入水平提升

随着中国居民收入水平的不断提高，人们对健康的认知和重视度也相应提升，推动了更多消费者追求全面健康，不仅仅满足于基本的医疗需求，更注重预防、养生和提升生活质量。这种新的消费观念催生了健康市场的多元化和升级，为各类健康产品和服务提供了广阔的市场空间。

（四）老龄化加剧

随着社会老龄化的不断加剧，人们对“健”、“养”及自我诊疗的需求明显增加。老年人群对于保健品、康复服务、自我诊疗、居家智能医疗设备等的需求呈现井喷态势，推动了消费健康市场朝着更为个性化和细分化的方向发展。此外，老年人群追求的不仅是延长寿命，更是高质量的生活，包括运动能力、记忆和认知健康等方面，保健产品和服务的市场潜力也正逐步放大。

（五）年轻人群崛起

年轻人群对于健康的关注更多聚焦于健身、营养均衡、个人外观护理等，这带动了保健食品、个护用品等消费健康行业细分领域的快速发展。年轻人群正在塑造新时代消费健康的多元特征。

（六）消费品和医药企业争相布局

随着消费健康行业近年来需求的不断增长，传统消费品公司和医药企业纷纷将目光投向这一领域，开始探索新的业务增长点。消费品公司凭借其在消费者洞察、品牌开发与管理以及零售通路等方面的丰富经验，以功能性健康产品为切入点，积极通过产品线扩展进军消费健康行业。与此同时，医药企业也面临着处方药市场逐步饱和的挑战，医药企业开始将消费健康视为全生命周期健康业务的重要组成部分。凭借在特定产品功效研究、循证医学研究认证和高度合规的制药市场运营方面的丰富经验，医药企业迅速切入消费健康市场，并利用其广泛的医药渠道（包括零售药店和医院）获取优势（图 3）。

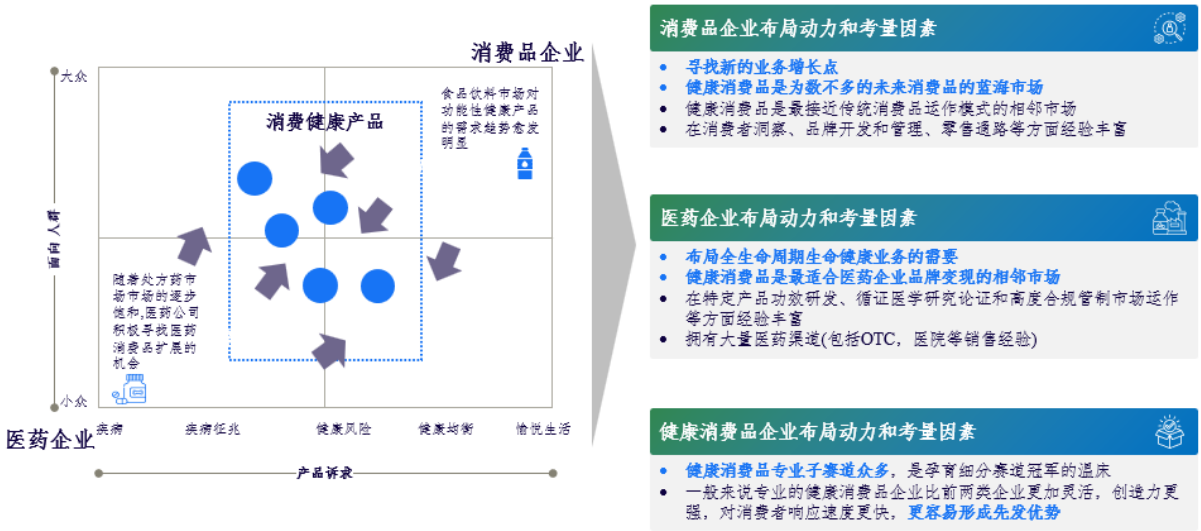


图 3：消费品及医药企业布局情况

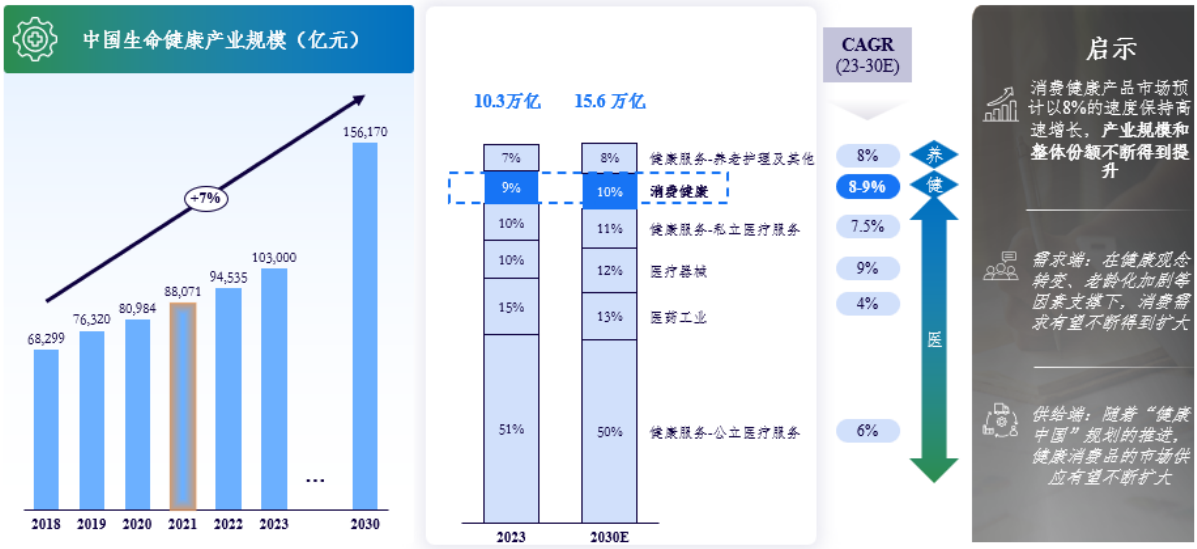
资料来源：案头研究、理特咨询分析

综上，在居民收入水平提升、老龄化加剧、年轻人群崛起以及企业争相布局等多重因素的作用下，中国消费健康市场呈现出蓬勃发展的态势，呼唤更多创新和差异化

的产品与服务。未来，随着人们对健康管理的认知不断深化，中国消费健康行业将迎来更为丰富和多元的发展机遇。

二、快速发展，稳步进入增长快车道

在宏观层面上，供需两侧的共同推动使得中国生命健康产业实现快速增长，从2018 年的 6.83 万亿元增长到 2023 年的 10.03 万亿元，年均复合增长率为 7%，预计到2030 年有望达到 16 万亿的规模（图 4）。



注：根据国内定义，消费健康产品包括有“蓝帽子”的保健品、无“蓝帽子”但声称有健康功能的其他健康食品和饮料，以及部分不用注册为医疗器械的个人健康设备

图 4：中国生命健康产业情况

资料来源：案头研究、理特咨询分析

作为生命健康产业的重要组成，消费健康行业在中国正迅速发展，并将在未来一段时间步入黄金发展时期。中国消费健康市场的规模从 2018 年的约 6603 亿元增长到2023 年的约 9314 亿元，年均增长率达 7%（图 5）。该行业主要涵盖四大领域：OTC（非处方药）、保健品、个人护理和医学营养品。

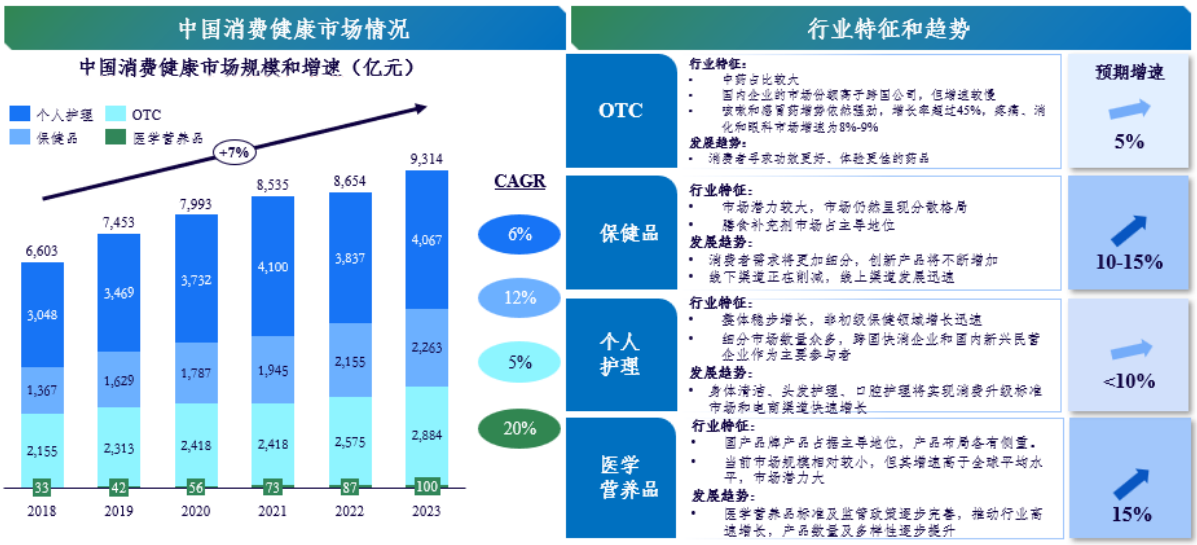


图 5：中国消费健康市场情况

资料来源：案头研究、理特咨询分析

三、多元发展，提供全方位健康价值

中国消费健康行业由 OTC、保健品、个人护理和医学营养品构成了一个四位一体的健康管理体系，这四个领域相辅相成，从医疗、日常保健、疾病预防、治疗后康复、外在形象护理到特殊营养支持，共同构成了一个“医健养”的健康管理闭环。满足了消费者从医疗保健到健康养护，再到美容护理的多层次需求。未来，随着健康理念的深入人心和科技的不断创新，这一“医健养”的健康管理模式将迎来更为广泛和深远的发展。

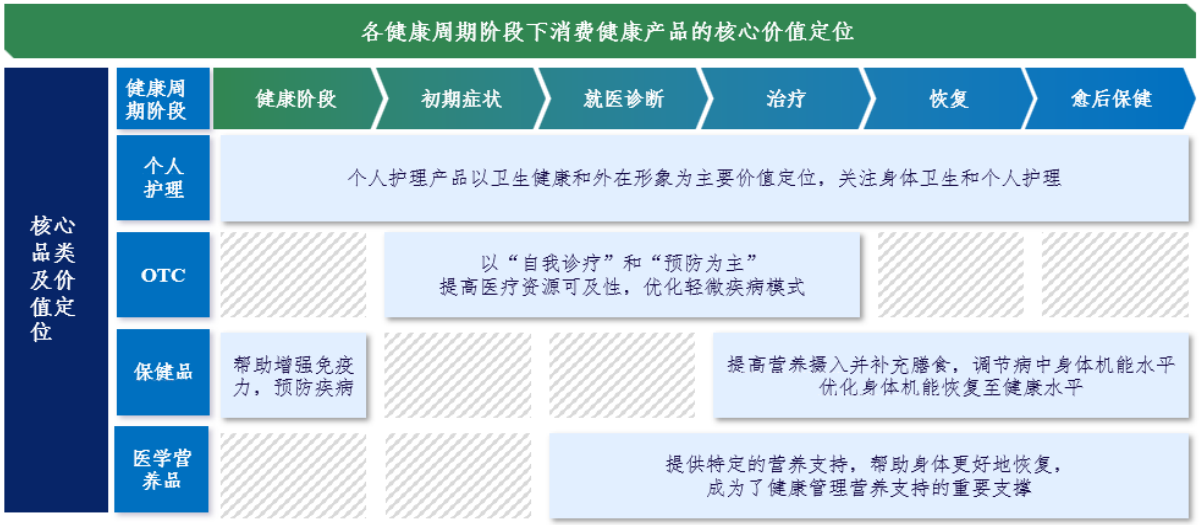


图 6：各健康周期阶段下消费健康产品的核心价值定位

资料来源：案头研究，理特咨询分析

（一）OTC（非处方药）：自我诊疗的基石和轻微疾病管理的前锋

对于消费者而言，在日常生活中可能面临各种轻微疾病——通常指的是那些症状较轻、病程较短、对身体影响较小的健康问题（包括普通感冒、轻度咳嗽、轻微头痛、轻微胃部不适或轻度皮肤过敏等）。OTC 药物凭借无需处方即可购买的特性，成为解决这些健康问题的先锋。据国家统计局研究，近年来 65 岁以上人口占总人口比例持续增高，到 2050 年将达到 27.9%左右。目前，65 岁及以上老年人口中，近 60%使用非处方药（OTC）进行自我药疗。平均每位老年人每年处方量超过 12 次，平均每次处方使用 21 种 OTC 产品。便捷和针对性的诊疗指导能够更好地满足患者需求，提升满意度，提供更经济和专业的医疗服务。同时，非处方药还提升了患者在轻微疾病服务的可及性和获得感。以社区为基础的轻微疾病管理服务使患者能够在离家较近的地方及时获得专业的诊治建议，不影响正常工作生活。例如，英国的研究发现，通过轻微疾病管理服务，患者不仅节省了医疗咨询时间，还降低了咨询费用，显著提高了低收入群体的医疗服务可及性和满意度。

对于医疗健康服务提供方来说，OTC 的价值不仅在于解决疾病问题，更强调个体对于自身健康的主动管理，塑造了“自我诊疗”和“预防为主”的医疗理念。处方药与非处方药分类管理制度是国际通行的药品管理制度。早在 1998 年，世界卫生组织便提出了自我药疗的定义，即“个体自主选择和使用药物对自我感知到的疾病和症状进行治疗”。通过明确轻微疾病的范围和管理路径，可以合理配置医疗资源，减轻医务人员的压力，并节省整体医疗开支。例如，在美国，据估计安全且合理地使用 OTC 药品可以减少约 10%的就诊量；美国消费者保健产品协会调查结果显示，美国有数百万人使用 OTC 药品进行自我药疗，OTC 药品的使用每年可为美国医疗保健系统创造 1460 亿美元的价值，在 OTC 药品上每花费一美元就可以为美国医疗保健系统节省 7 美元。

（二）保健品：健康养护的全面保障

保健品的核心价值定位在于提供全面的健康养护，包括强化免疫力、改善生理机能、延缓衰老等方面。通过补充膳食、调节身体机能，保健品不仅关注疾病的治疗，更注重身体健康的全面提升。例如，蛋白质补充品关注身体肌肉健康，中草药保健品注重中医养生理念，这些产品形成了对不同层面、不同需求的全方位健康管理。保健

品的价值定位在于强调预防胜于治疗，通过调整生活方式和营养摄入，提供了更加健康、主动的生活方式选择。

（三）个人护理：卫生健康和外在形象等的护理需求

个人护理产品以卫生健康和外在形象为主要价值定位，关注身体卫生和个人护理。洗发护发产品强调头发的清洁和保养以及防脱发、防断发、去屑功效；口腔护理产品包括牙膏、牙刷、漱口水等，注重口腔卫生、健康与美观；皮肤护理产品提供了各类具有防晒、祛斑、保湿、修护、滋养、紧致等功能的护肤产品；个人清洁用品则包括沐浴露、香皂、卫生巾等，强调身体清洁与舒适。这些产品旨在满足现代消费者对于健康与卫生的双重需求，不仅使得消费者在日常护理中感受到愉悦，更促进了自信和积极的生活态度。研究表明，外在形象与心理健康密切相关，良好的外在形象不仅能够提高个人的自信心，还能在社交和职业场合中产生积极影响，提升整体健康水平。

与此同时，科技的发展也推动了个人护理产品的创新，例如，添加活性成分的抗衰老护肤品、高效洁净的智能牙刷以及环保型洗发护发产品等，进一步提升了产品的功能性和使用体验。

（四）医学营养品：临床营养支持的重要支柱

医学营养品在健康管理中具有其不可替代的作用。营养治疗目前已被临床研究证明是许多疾病的一线治疗手段，医学营养品在增强临床治疗效果、促进康复、缩短住院时间、改善患者生活质量方面具有重要作用，尤其是对于那些无法通过普通饮食摄取足够营养的特殊人群，如婴幼儿、慢性病患者、术后恢复期患者，发展医学营养品有助于减轻经济压力。根据美国及荷兰的大数据研究及国家统计局等资料显示，通过医学营养品等营养干预手段，可以平均减少约 22%的医疗相关费用、缩短约 21%的住院时间、减少约 60%的临床并发症、提高约 62%的病人生存率等。根据《中国临床营养学科的现状与存在问题》的数据统计，中国住院患者中约有 1.6 亿人（占比约 65%）需要临床营养支持，但其中 1.1 亿人（占比约 70%）未能获得有效的营养支持，由此可见，在中国医学营养品的应用比例明显不足，消费需求还未得到有效满足。

此外，国家政策也大力推动医学营养品的规范化应用和研发，发布了包括《特殊医学用途配方食品注册管理办法》 和《国民营养计划 2017-2030》等多项政策。随着

人口老龄化和慢性病患病率的上升，医学营养品在解决营养相关问题方面的重要性日益凸显，成为老龄化社会和慢性病管理的关键手段。

四、创新发展，满足个性化消费需求

消费健康行业需求与偏好的动态趋势呈现多元化、数字化和个性化的特点。了解并顺应这些趋势，企业可以更好地满足市场需求，提供符合消费者期待的创新产品与服务。数字化工具的运用、提供全面解决方案、对 OTC 药品和保健品的创新、以及创新的营销方式将成为塑造未来消费健康市场格局的重要因素。

（一）趋势引领消费者需求与偏好

消费者的健康需求与偏好不断演变，受到社会趋势变化的深刻影响。例如，在《“健康中国 2030”规划纲要》的推动下，消费者对于全面健康管理的需求明显增加。这一趋势引导着消费者对健康管理的需求不再满足于单一产品或服务，而是更倾向于全面解决方案。这包括了整合多个方面的健康管理工具，如营养指导、个性化运动方案、心理健康服务等。提供全方位的健康管理方案成为市场的新趋势，吸引着越来越多的消费者。

（二）数字化工具的运用

数字化工具在健康领域的广泛应用成为消费者的新宠。健康 APP、智能手环、智能体重秤等工具通过监测和记录个体的生理指标，帮助消费者更好地了解自身健康状况。健康管理服务、智能健康设备、线上健康咨询等新兴业态也迅速崛起，满足了不同层次消费者的多样化需求。技术的进步为个性化健康管理提供了可能。大数据、人工智能和物联网等技术在健康数据采集、分析和应用中的广泛应用，使得个性化健康管理成为现实。这一趋势推动了消费者更加注重健康数据的收集和分析，形成了个性化的健康管理计划。

（三）对 OTC 药品和保健品的创新需求

消费者在选择 OTC 和保健品时，对剂型、功能主诉等方面有着更为创新的需求。例如，口腔溶解片、口服液（包含适合低龄儿童使用的口服滴剂等）、快溶片等形式

的 OTC 药品更受欢迎，而保健品则更注重特定功效的创新，如抗氧化、免疫调节等。消费者对创新的追求推动了市场上更多新型产品的涌现。

（四）营销方式的创新

随着数字化时代的到来，营销方式也在发生变革。社交媒体、在线健康社区等平台成为推广健康产品与服务的重要渠道。消费者更加倾向于通过社交媒体获取健康信息，而个性化、有趣的内容成为吸引消费者的关键。品牌和企业需要在营销中注重情感化、互动性，以更好地满足消费者的需求与偏好。此外，由于未来产品受众将向多样化发展，不同年龄层的消费者对健康产品和服务的需求各不相同。数字化营销可助力品牌建立针对儿童、青少年、成年人和老年人设计特定的产品和营销策略，确保每个群体都能找到符合其需求的解决方案。数字化营销是品牌建设目标的重要路径，利用大数据、人工智能等技术手段，进行精准营销和个性化服务，提升品牌的市场影响力。数字化营销能提高营销的效率和效果，精准触达目标消费者，如采用先进的数字工具，人工智能和电子健康记录（EHRs），提高市场营销的精准度和效果。

五、监管完善，提升产业发展稳定性

（一）整体监管提质，价值链各环节监管全面提升

在中国，新产品的引进、注册与准入是推动行业创新和发展的关键，尤其在 OTC、保健品、个人护理和医学营养品领域。首先，监管力度的强化充分体现在产品的注册准入中，如在消费健康产品准入监管方面，具体产品品类和范畴皆有对应的批准文号和监管机构（表 1）。同时，市场准入方式变得更加灵活和创新，如《保健食品新功能及产品技术评价实施细则（试行）》允许新功能保健食品在未完全评估前先行注册上市，大大缩短了从研发到上市的时间。其次，监管标准不断更新提升，涵盖产品注册、生产过程控制、标签标识等多个方面。最后，准入监管的数字化进程不断加深，通过信息技术加强了产品追溯管理，推动监管的透明化和高效化。为了保障市场秩序和消费者权益，监管机构对市场的准入、生产流通和广告环节进行了严格管理。

消费健康产品准入监管情况				
产品品类	产品范畴	批准文号	审批类型	监管机构
OTC药品	药品	国药准字	注册	国家药品监督管理局
保健品	保健品	国食健字	注册或备案*	国家食品药品监督管理局
个人护理品	医用敷料	械字号	注册	国家药品监督管理局
	卫生消毒用品	消字号	注册	省级或市级卫健部门
	日用化学工业产品	国妆特字号	注册	国家药品监督管理局
	特殊用途化妆品	妆字号	备案	国家药品监督管理局或地方药品监督管理部门
医学营养品	肠内营养制剂	国药准字	注册	国家药品监督管理局
	特医食品	特食字号	注册	国家市场监督管理总局

* 生产和进口下列产品应当申请保健食品注册：（一）使用保健食品原料目录以外原料（以下简称目录外原料）的保健食品；（二）首次进口的保健食品（属于补充维生素、矿物质等营养物质的保健食品除外）；生产和进口下列保健食品应当依法备案：（一）使用的原料已经列入保健食品原料目录的保健食品；（二）首次进口的属于补充维生素、矿物质等营养物质的保健食品。

表 1：消费健康产品准入监督情况

资料来源：案头研究，理特咨询分析

（二）跨境电商监管逐步健全

除国内常规渠道外，跨境电商零售进口作为重要的补充渠道。因此，跨境电商渠道监管规范对产业优化提质起到了越来越重要的作用。自 2012 年起，中国政府不断调整和制定政策，推动跨境电商的规范化发展。2021 年，中国进一步扩大了跨境电商零售进口的试点范围，覆盖到所有自贸试验区和保税区，为跨境电商的发展提供了更广阔的空间。区域全面经济伙伴关系协定（RCEP）的签署也为跨境电商贸易创造了新的机遇，进一步推动了消费健康市场的跨境电商业务。目前，跨境电商已经进入稳定发展阶段，跨境电商平台也在不断改进供应链管理和服务质量，成为消费健康产品进入中国市场的重要渠道。

在主体监管上，市场监管部门对国内市场主体依法监督，主要体现在以下四大方面：

- 要求平台经营者建立信息公示制度，对有关服务协议与交易规则进行公开，落实执行相关交易信息经过存储等规定并按监管需要向有关部门报送的义务；
- 督促平台切实履行对进驻企业准入资质验核义务，包括落实对境内服务商和境内代理企业的核验要求，以及对境外企业资质的审核要求；

- 监督跨境电商平台履行先行赔付义务，平台内必须建立消费纠纷处理和消费维权自律制度，积极协助消费者维护自身合法权益;
- 监督跨境电商平台切实建立网络协议制度，明确要求跨境电商企业为企业资质、商品详情以及电子标签等外文内容提供翻译，强化了消费者的产品认知。

在监管模式上，中国对跨境电商零售进口商品实行正面清单管理，符合《跨境电子商务零售进口商品清单》条件的正面清单目录内产品可通过跨境电商进行购买。跨境电商零售进口有两个渠道：其一是“网购保税进口”，即产品预先存储在境内的保税仓，消费者下单后由保税仓直接发货，效率较高物流成本可控；其二是“直购进口”，消费者下单后由境外发货，经海关通关后送抵消费者，整体时效成本都相对较高。总体而言，纳入《跨境电子商务零售进口商品清单》的消费健康产品，可以直接由两地的保税仓发货。而未纳入“正面清单”的药品，只能使用“直购进口”模式购买。目前《跨境电子商务零售进口商品清单（2019 版）》内包括目前消费健康市场上的核心品类，如保健品类中的维生素类、鱼油类、辅酶 Q10 类产品等；OTC 类中的解热镇痛、维矿补益、风湿骨科外伤、消化护肝、皮肤用药等多个低风险、消费者日常使用的品类；个人护理中的牙膏、漱口剂、脱毛剂等常用品类。未来，《跨境电子商务零售进口商品清单》将不断完善调整，并优化其配套监管机制。此外，为促进跨境电商的发展，中国设立了多个跨境电商综合试验区，如杭州、上海、广州、深圳等，这些区域享有更为优惠的政策，通过优化清关流程和提供税收优惠，使消费健康产品更便捷地进入中国市场，并降低消费者的购买成本。

第二章 中国消费健康行业发展趋势

在供需两端的持续推动下，在政策的保驾护航下，中国消费健康行业已经步入稳定发展的阶段，未来随着政策环境的进一步优化、消费需求的不断升级、渠道服务和技术的不断创新，以及环境、社会责任和治理(ESG)的逐步增强（图 7），消费健康行业将迎来新的一波发展浪潮。

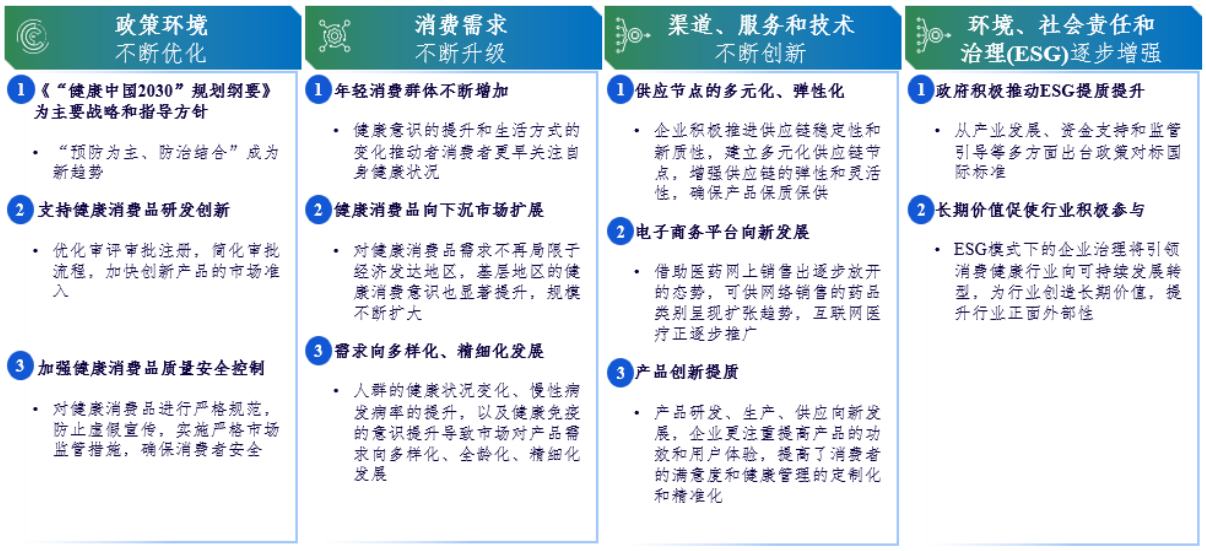


图 7：消费健康行业发展趋势

资料来源：案头研究，理特咨询分析

一、政策环境不断优化

近年来，中国消费健康行业的政策环境不断完善升级，注册和审评审批制度不断完善，上市后市场监管政策持续强化，产品质量控制及安全监管也逐步趋严。

在产业升级上，发布了包括《推动未来产业创新发展的实施意见》、《关于加力支持大规模设备更新和消费品以旧换新的若干措施》等多项产业升级措施，这一系列

政策将有效推动消费健康行业的发展，带动整体行业从粗放到精细化管理的产业升级，实现供给与需求的更有效匹配。

在准入监管上，政府大力支持新型消费健康产品的研发和上市，简化审批流程，加快创新产品的市场准入。推行了包括《药品注册管理办法》、《保健食品注册与备案管理办法》等政策，鼓励企业进行产品创新、市场进入和功能升级 。此外，对产品和监管责任主体的定义也愈发具体且明确，例如，在个人护理领域， 2021 年 1 月 1 日，新修订的《化妆品监督管理条例》明确定义了化妆品是通过涂擦、喷洒或其他类似方法施用于皮肤、毛发、指甲、口唇等人体表面，以清洁、保护、美化、修饰为目的的日用化学工业产品。作为行业的“基本法”，该条例确立了注册人和备案人、新原料分类管理、质量安全负责人、安全评估、不良反应监测等一系列制度。《条例》首次提出注册人、备案人的概念，规定其为生产质量安全的责任主体，并明确了功效宣称的定义和对应的资料要求。

在质量监管方面，政府加强了对消费健康行业的质量控制，确保产品的安全性和有效性，发布了包括《新功能保健食品细则》、《食品安全国家标准》等政策文件。对保健食品的功能表述进行严格规范，防止虚假宣传，并实施严格的市场监管措施，确保产品质量和消费者安全 。

二、消费需求不断升级

近年来中国消费健康市场的需求正在快速变化：一方面，消费健康的需求呈现出明显的全龄化趋势。随着城市化导致的快节奏生活方式和高压工作环境、疫情期间对免疫力增强和预防疾病的重视提高，以及都市病和慢性病的年轻化和普遍化等因素，消费者开始更早关注自身健康，积极购买保健品和使用健康产品，如日常营养均衡、缓解视力疲劳和骨关节健康的产品。根据赫力昂公司在 2024 年初进行的市场调研，如今消费者对眼部、免疫、精力、关节健康和营养补充等方面的关注程度相比 2021 年有显著增加。在膳食补充和营养补充摄入之外，针对这些升级的需求，生活方式调整、医护帮助、健康饮食指导和运动营养建议等配套服务组合越来越受到消费者欢迎。

另一方面，消费健康需求正在下沉，对保健品的需求大幅增长不仅局限于一线和新一线城市，基层地区在健康管理方面的消费意识也显著提升。相关调研表明，在线

上购买保健食品的人群中，来自四、五线城市的用户逐年增多，这表明对于健康的消费需求已经不再局限于经济发达地区。

三、渠道、服务和技术不断创新

在供应链方面，中国消费健康行业的供应链发生了显著变化，近年来，消费健康企业不断优化供应链策略，提高供应链的稳定性和新质性，建立多元化供应链节点，增强供应链的弹性和灵活性，确保产品保质保供。

在渠道方面，电子商务平台的发展极大地改变了消费健康行业的供应链模式。天猫、京东和拼多多等电商巨头通过先进的物流网络和智能仓储系统，实现了高效的商品配送和库存管理，提升了供应链的响应速度和灵活性。在 O2O（Online to Offline，即时零售）买药业务上，医药的网上销售呈现出逐步放开的态势，可供网络销售的药品类别呈现扩张趋势。借助互联网医疗改革的东风，互联网医疗也在被广泛推进，美团、京东健康等互联网企业迅猛发力，抖音本地生活中开放药店类目，未来医药 O2O 业务将迎来新一轮的发展机会。此外，社交电商和直播带货模式的兴起，使企业能够直接与消费者互动，提高了供应链的响应速度和灵活性。中国市场的 O2O、基于兴趣的电子商务平台等商业模式的敏捷和快速创新能力，为其他市场提供了很好的榜样。此外，中国消费品行业通过其完整的行业供应链和庞大的国内消费市场，快速创新并实现迭代。

在产品创新方面，近年来，中国消费健康企业不断探索新的剂型，如速溶片、口腔薄膜和气雾剂，以提高产品的功效和用户体验。此外，个性化营养补充也备受关注，通过基因检测和大数据分析，企业为消费者提供定制化的营养方案，提高了健康管理的精准度和消费者的满意度。此外，企业也在继续深入研究不同消费者群体的独特需求，通过产品创新和研发，推出更多针对性强的产品和服务。

在技术驱动方面，基因组学的应用使得基因检测和个性化消费健康产品指导成为可能，让消费者能够选择更适合自己的保健品和生活方式。而远程医疗和在线咨询则方便消费者获取医疗建议和健康管理服务，提升健康管理的便捷性和可及性，助力消费健康行业继续下沉。

四、环境、社会责任和治理(ESG)逐步增强

自 2004 年联合国全球契约组织首次提出 ESG 概念以来，ESG 发展至今近 20 年，已得到国际社会的广泛认可。2020 年，习近平总书记在第七十五届联合国大会上提出了中国的“双碳”目标，双碳工作被纳入生态文明建设和经济社会发展全局，成为中国经济高质量发展的绿色引擎。ESG 与中国“双碳”政策导向高度契合，是企业在中国践行可持续发展的指引。未来企业价值的评价体系正逐步由财务绩效体系向 ESG 体系转变，成为衡量企业是否能够可持续高质量发展的重要参照指标，以及是否值得投资的评估新方法。

近三年，中国在 ESG 领域发展迅速，政府从产业发展、资金支持和监管引导等多方面对标国际标准，出台新政策。对企业而言，ESG 不再是“选择题”，而是“必答题”。在消费健康行业，随着社会老龄化进程加速和 AI 等新技术不断涌现，行业正逐步由单一治疗导向向“防-治-养”一体化转变，企业正快速向 ESG 模式下的管理转型，通过践行可持续发展理念增强品牌建设，创造长期财务价值，为消费者提供长期的健康守护。例如，2023 年科赴在中国启动的“儿科医护关爱项目”，是其在儿童健康领域践行企业社会责任的一大举措，他们携手中国红十字基金会，通过向四川省约 57 家儿童医疗机构及妇幼保健院捐赠关爱包，为儿科医护及其家人带去感咳发热、鼻炎、口腔健康等领域的高质量守护。

第三章 中国消费健康行业面临的挑战和机遇

一、市场潜力巨大，发展前景广阔

中国庞大的人口基数和日益提升的健康意识，构成了健康产品市场需求的坚实基础，蕴藏着巨大的优势和机遇。企业应抓住供应链模式创新、全渠道营销、分人群定制化产品、跨境产品以及轻微疾病管理的机遇，持续优化产品和服务，在激烈的市场竞争中保持领先地位。

- 在供应链模式创新方面，通过数字化供应链管理和智能仓储物流的应用，企业可以显著提高供应链效率，降低运营成本。这种创新模式不仅提升了企业的竞争力，还为消费者提供了更快速和可靠的服务。
- 全渠道营销策略则通过线上线下的深度融合和社交媒体的精准营销，有效提升了消费者的购物体验和品牌粘性。线上电商平台与线下实体店的结合，扩大了市场覆盖面，而社交媒体平台的互动则进一步增强了品牌知名度。
- 分人群定制化产品策略是根据不同年龄、性别和健康需求，提供个性化的健康产品和服务。这样的细分市场策略，能够更好地满足消费者多样化的健康需求，提升客户满意度和忠诚度。
- 跨境产品方面，随着消费者对高品质健康产品的需求增加，进口健康产品在市场上越来越受欢迎。跨境电商平台的发展为消费者提供了便捷的购买渠道，使海外品牌能够更顺利地进入中国市场，满足消费者对国际品牌的需求。
- 在轻微疾病管理方面，在二十届三中全会的全面部署下，分级诊疗体系建设将显著加快，基层医疗卫生服务将显著加强，健康管理的重要性将不断提升，轻微疾病管理作为分级诊疗体系的“第一张网”，其作用和地位也愈发重要。

二、市场准入和注册尚无单独路径

自 2000 年起，中国开始实施《处方药与非处方药分类管理办法》，建立了药品分类管理的法规体系。经过 20 多年的实践，非处方药的目录遴选、变更、转换、流通、广告及包装标签和说明书管理等方面的法规体系逐步完善。然而，现行体系尚未根据非处方药特点设置单独的准入门槛，采用的是与处方药相同的审批流程和技术要求体系。给非处方药的创新和上市注册造成困扰，一定程度上减缓了中国消费健康行业的发展。

首先，申报流程相对复杂，审批周期较长，增加了企业的研发周期和成本，企业创新积极性不高。目前的监管环境下，新药、改良型新药和仿制药品，均需经过严格的临床试验或生物等效性试验，并有高标准的质量要求，这使得企业在研发和临床阶段的投入成本相对较大。此外，尽管国家相关部门持续优化审评审批制度，努力缩短审评时限，并扩充了审评人员队伍，但每年仍面临大量的审评审批任务。而 OTC 产品通常不满足“绿色通道”的申请条件，从申报到上市面临较长周期，至少需要一年的时间，不能满足消费健康行业新品迭代的快节奏需求。因此，企业在品种立项时通常会倾向于选择成熟度高、市场前景较好的品种进行开发，而 OTC 品类相对利润较低，企业开发 OTC 新品的积极性受到影响。

其次，部分技术指导原则尚不够明确。除了化学仿制药外，其他类别的药物（如中药及天然药物）的技术指导尚待进一步细化，企业在开展研发工作时，如何符合现行的审评要求仍需进一步明确，以确保研发成果顺利通过审批。

最后，市场份额较小、获批儿科产品不足、儿童剂型缺乏等因素导致了 OTC 药品市场在细分领域也面临着产品空白的挑战，尤其是在儿科药品方面。当前获批的儿科药品数量不足，其占比小于 5%；而在现有的 3,500 多种 OTC 产品中，儿童剂型仅占 1.7%（见图 8）。这种产品结构的不均衡，进一步加大了企业在开发针对特定人群需求的 OTC 药品时的难度。

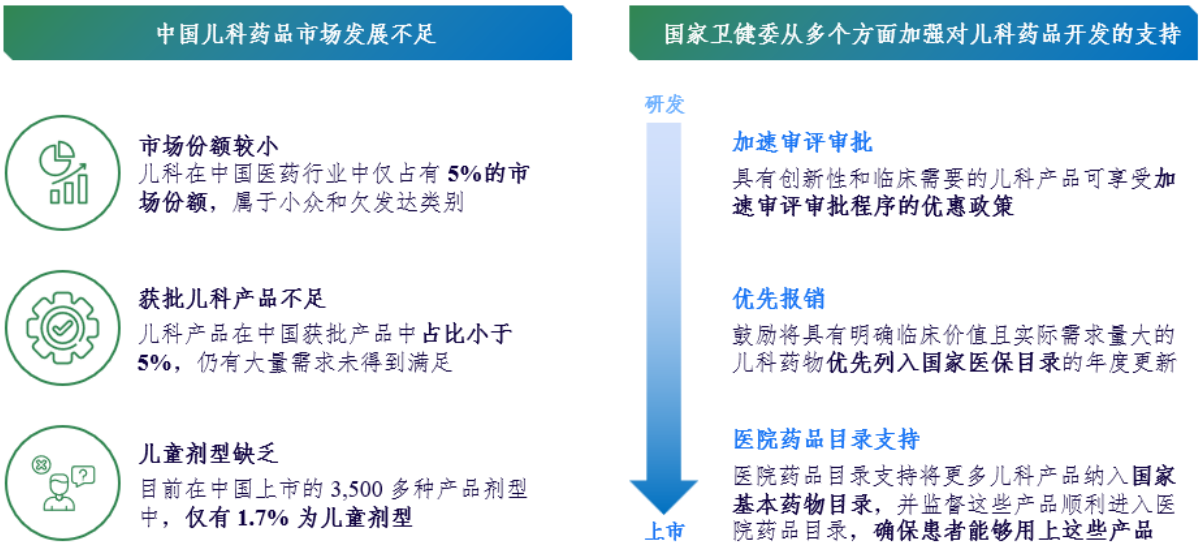


图 8：儿科药品市场情况

资料来源：案头研究，理特咨询分析

三、临床可及性潜力有待挖掘

自 2009 年，中国正式施行有基本药物制度保障的《国家基本药物目录》以来，中国基本药物制度相关政策不断完善，各级医疗机构在药品临床可及性方面取得了积极进展，尤其是在基本药物制度的推行过程中，促进改变医疗机构“以药补医”的运行机制，体现基本医疗卫生的公益性；规范治理药品生产供应保障体系，促进医药市场的健康发展。然而，随着医疗需求的不断变化和多样化，现行的国家基本药物目录也面临着需要及时调整的要求，特别是在基层医疗机构，药品供应的多样性仍有待进一步丰富，以更好地满足患者的多样化用药需求。

四、物流环节限制供应链升级迭代

近年来，随着新技术的应用和资本的推动，消费健康行业的供应链发生了重大改变，医药大数据、AI+VR、医药电商、现代中药等新兴形态如雨后春笋般涌现。但是，消费健康行业涉及众多细分领域，对于端到端供应链的要求不尽相同，对于供应链模式创新和管理迭代提出更高要求。

消费健康行业供应链面临诸多挑战。首先，消费健康行业的物流运输条件相对严苛，部分产品需要冷链等方式进行运输，物联网技术的应用尚未对传统的点对点式运输带来颠覆性变革，导致运输成本较高。其次，快速市场变动使得传统供应链模式难以适应瞬息万变的市场变化，前端订单的进一步碎片化更加强调了端到端供应链的整体效率，生产流动环节在各项新政影响下，对运输和配送环节的效率和成本提出更高的要求，易导致产能过剩或生产延误。尽管大数据分析和 AI 技术可以实现更精准的需求预测，但与市场需求仍有一定差距。

第四章 中国消费健康行业的展望和建议

一、创新营销模式

新兴品牌在营销模式上的创新，为市场注入了新活力。社交媒体平台（如微信、抖音、小红书等）的普及，使品牌能够开展精准营销，提高品牌曝光率和消费者互动频率。企业应在利用数据驱动营销策略的同时，注重多元化内容创作，通过短视频、直播等形式吸引消费者关注。同时，企业需加强数据分析团队建设，利用先进的数据分析工具深入挖掘消费者行为数据，制定更精准的营销策略，并与有影响力的社交媒体平台和博主进行合作，扩大品牌影响力，利用 KOL（意见领袖）效应提高产品认知度和购买率。

消费健康行业的品牌建设是一个动态的过程，需要企业不断适应市场变化，创新品牌策略，这对于企业的市场竞争力和长期发展至关重要。通过提升品牌认知度、增强品牌信任度、实现品牌差异化和促进品牌价值增长，企业能够在激烈的市场竞争中占据有利地位。品牌建设需要采取多种方式方法，包括品牌定位、品牌传播、品牌体验和品牌创新，同时采取质量保障、市场调研、数字化营销、跨界合作和社会责任等具体措施。

二、创新商业模式

在需求、供给和技术的推动下，消费健康行业正在发生深刻变革，催生出基于新技术赋能的新兴消费者洞察的创新商业模式。

在 OTC 药品品类下，企业可通过数字化平台构建订阅制商业模式，将定期用药、健康监测和在线咨询相结合，提供持续的健康管理服务。用户可以按月或按季订购所需药品，并通过智能设备和应用程序监测健康数据，获得个性化的用药建议和健康管理支持。这种模式不仅能提高用户粘性，还能为企业带来稳定的收入来源。此外，整

合治疗与患者教育的平台可有效提高患者粘性及体验，通过线上课程、互动内容和专家咨询，帮助消费者更好地理解病症和用药方案。

在保健品品类下，通过深入的用户需求调研和健康数据分析，提供符合个体需求的保健方案。整合式服务将进一步强化保健品与健康管理平台的联动，为消费者提供更全面的健康解决方案，推动形成新的商业模式。

在个人护理品类下，随着消费者环保意识的提升，环保与可持续性成为各品类的重要趋势。企业正在探索使用可再生资源、减少包装废弃物、优化生产流程以减少碳排放等方式，推出绿色产品和服务，企业未来可围绕可持续发展的商业模式从而提高用户感知和粘性。此外，通过分析用户的皮肤状况和生活方式等因素，可为客户定制个体化的护理产品。通过整合式美容服务将线上线下资源相结合，提供一站式美容解决方案，最终在供给、需求和技术的推动下，形成全新的个人护理商业模式。

在医学营养品类下，产品和服务精准化将是未来的趋势，通过“产品+工具+服务”的模式，将数据化与定制化医学营养建议相结合，为用户提供个性化的精准医学营养诊断及方案，同时通过数字后台提供在线营养咨询及膳食营养方案。此外，医学营养场景也将不断延伸，外延服务将扩展至包括日常饮食、健身运动、疾病预防和治疗等环节，形成多位一体的营养方案。

与此同时，监管部门亦与时俱进，不断优化监管措施，提高新技术下的监管能力的适配性，包括制定并发布了《个人信息保护法》，明确了消费健康企业在数据采集、存储和使用过程中必须遵守的隐私保护标准，防止消费者个人信息被滥用和泄露。未来应不断明确消费健康领域技术创新的方向和目标，为企业技术研发提供明确的指导。其次，监管部门通过设立专项资金和提供税收优惠，支持企业在新技术应用和产品开发方面的投入，鼓励企业进行技术创新。此外，监管部门还制定了严格的技术标准和行业规范，确保新技术在消费健康中的应用符合安全性和有效性的要求。

三、共建生态圈

在行业提质更新、供给侧需求转变的未来，围绕企业、监管、消费者的技术生态、用户生态、服务生态、投资生态和人才生态等全方位生态圈共建对于消费健康行业向

新发展尤为重要，未来，行业可通过探索资源共享、共同创新和协同发展，推动产业链上下游的协同作用和可持续发展。

（一）在企业间合作方面，联合研发与创新是未来行业创新的基石。企业可通过共享研发资源和数据来减少重复投入，提高创新效率，从而加速创新成果的市场化。同时，建立一个涵盖健康数据、市场需求、消费者反馈的共享平台，使企业能够实时获取行业动态和消费者需求变化，快速调整产品和服务，可以显著提升企业的响应速度和市场适应能力。此外，通过加强供应链上下游企业的合作优化供应链管理，以此实现降低成本、提高产品质量和市场响应速度，更有效地整合资源，提升整体运营效率。例如，作为酶基产业的推动者：酶好生活，既为产业下游客户提供酶原料、酶基新原料及技术解决方案，也开放人工智能给第三方服务，还为产业端客户提供品牌和资本解决方案。

在未来，消费健康企业间合作将向集约共享平台化、连接互通产业化、圈圈融合生态化三种业务合作模式转型。首先，通过资源和能力的内部集成，形成顾客力、供应力、决策力、商品力、运营力、支撑力六大平台，实现共享经济的集约化。其次，通过共享平台外部化、社会化，实现社会资源的连接与贯通，形成企业共享平台的产业化。最后，通过产业平台联盟化、协同化，降低边际成本，实现企业上下游的产业融合，构建生态平台，达到综合服务价值的最大化和全渠道无缝体验（图 9）。

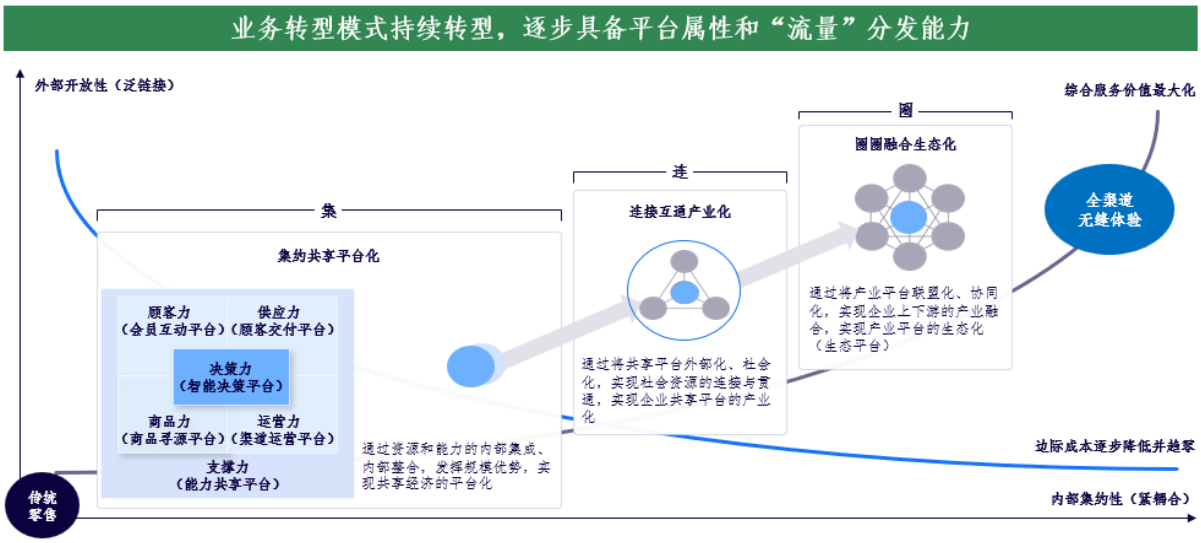


图 9：消费健康企业合作模式

资料来源：案头研究，理特咨询分析

（二） 在监管机构与企业的生态共建方面，未来监管部门可持续提高政企间链接性，激励企业进行技术创新和市场拓展，降低企业运营成本，促进技术进步。同时，通过制定和完善健康产品和服务的标准与规范，有效提高市场上的产品质量和安全性。政府与行业协会和研究机构合作，共同推动标准化建设，规范市场秩序，提升产品质量。此外，政府通过向企业开放公共资源，激励企业研发和创新，如提供健康数据和科研设施供其进行研发活动，以激励企业提高创新效率。

（三）在企业和消费者的生态共建方面，刺激消费者需求创新和提升消费者体验是重要方向。企业应积极挖掘和响应消费者的新需求，开发个性化、定制化的健康产品和服务，利用大数据和人工智能技术分析消费健康数据，提供定制化的健康管理方案，提升消费者满意度。通过科技手段提升消费者的购买和使用体验，如智能设备和移动应用，让消费者能够方便地监测健康状况并获得专业健康建议，增强用户体验和品牌忠诚度。

附件一：消费健康行业四大细分门类发展现状

一、 OTC（非处方药）

非处方药（又称 OTC，英文 Over-The-Counter 的缩写）是指不需要凭医师处方即可自行购买和使用的药品，是消费者在日常生活中获取药物的主要途径。OTC 作为经长期临床使用被证实疗效确切、质量稳定、使用简便、不易发生误用或重大不良反应事件的药品，是临床治疗和预防用药的重要组成部分，受到医生和消费者的广泛认可和信赖。《“健康中国 2030”规划纲要》倡导预防为主，推动由疾病治疗向健康管理转变。OTC 的应用减少了不必要的医疗资源占用，通过方便、快捷的购买渠道，为消费者提供了更为直接的健康管理手段。消费者可以依据自己所掌握的医药知识，在药师和药品说明书指导下，自主选择药物进行自我药疗，提高了医疗资源的利用效率和可获得性，这对于缓解中国当前“看病贵、看病难”问题具有重要意义。OTC 作为医药产业发展的重要组成部分，在公众防病治病、自我保健中发挥重要作用，具有巨大的社会和经济价值。

在中国 OTC 领域内，国内企业的市场份额高于跨国公司，但增速较慢。当前 OTC 领域的药物类型中，中药占比较大，咳嗽和感冒药增势强劲，增长超过 45%，疼痛、消化和眼科市场增速为 8%-9%。具体而言，OTC 领域内的主要品类包括：

- 感冒药和退烧药：针对常见的感冒和发热症状，市场上现有如感冒冲剂、退烧贴等，方便消费者在不就医的情况下迅速缓解症状。
- 消化药：针对胃肠道不适症状，市场上现有抗酸药、腹泻药等，帮助消费者解决日常生活中常见的消化问题。
- 营养补充品：针对特定疾病，注重对身体的维护和强化，市场上现有如维生素、矿物质等，主要用于补充特定的营养素。

二、 保健品

保健品领域主要关注的是通过补充营养、调整生理机能，从而提高身体免疫力和健康水平，强调预防和全面调理，满足消费者对身体健康全方位需求的追求。保健品市场目前呈现分散格局，发展潜力较大，其中膳食补充剂市场占主导地位。具体而言，主要品类包括：

- 蛋白质补充品：针对健身人士和需要额外蛋白质摄入的群体，市场上提供了各种口味和形式的蛋白质粉、饮品等。
- 保健食品：包括但不限于膳食纤维、益生菌、鱼油等，强调调节身体机能，促进健康。
- 中草药保健品：结合传统中医理论的保健品，中草药保健品常用于补气养血、调理脾胃等功效。
- 抗氧化剂：针对抗衰老需求，市场提供了大量富含抗氧化成分的保健品。

三、 个人护理

个人护理领域着重关注消费者外在形象和卫生健康，通过提供护理品与卫生相关产品，满足了现代消费者对个体形象和生活品质的追求。行业整体稳步增长，同时细分市场数量众多，跨国快消企业和国内新兴民营企业为主要参与者。主要品类包括：

- 洗发护发产品：提供各种类型的洗发水、护发素，满足消费者对头发清洁和护理的需求。
- 口腔护理产品：包括牙膏、牙刷、漱口水等，强调口腔健康与美观。
- 皮肤护理产品：针对不同肌肤类型和需求，市场提供了各种面膜、护肤霜、防晒霜等产品。
- 个人清洁用品：包括沐浴露、香皂等，强调身体清洁与舒适。

四、 医学营养品

医学营养品是根据医学和营养学研究结果制定的科学配方，专为特定人群如患病者或特殊健康需求者设计的营养补充产品。其中，特殊医学用途配方食品（ Foods for

Special Medical Purpose，FSMP）是为满足进食受限、消化吸收障碍、代谢紊乱或特定疾病状态等人群对营养素或膳食的特殊需要，专门加工配制而成的配方食品；肠内营养制剂是指通过口服或管饲等方式提供营养和能量的药物，应用于临床肠内营养支持。2010 年，中国国家卫生计生委员会（现国家卫生健康委员会）发布《特殊医学用途婴儿配方食品通则》，界定了 0 月龄-12 月龄的特殊医学用途婴儿配方食品（“婴儿特医食品”）的概念与分类。2013 年，中国国家卫生计生委再次发布《特殊医学用途配方食品通则》界定了适用于 1 岁以上人群的特殊医学用途配方食品的概念与分类。这两则通则强调了特殊医学用途配方食品（“特医食品”）属于为了满足特定人群的营养需求的“食品”，以避免与药品的治疗功能相混淆。具体而言，目前在医学营养品的范畴如以下（图 10）的类别所示：

- 特殊医学用途配方食品（TY 食品批号）：如雀巢健康科学佳膳悠选、恩敏舒等。
- 肠内营养制剂（处方药品）：如雅培安素、达能纽迪希亚等。

图 10：医学营养品定义

资料来源：企业官网、案头研究、理特咨询分析

上述四类消费健康细分领域的发展驱动因素主要可以归纳为以下五个方面：

一、 老龄化趋势加剧

2000 年，中国进入老龄化社会，此后老龄化进程明显加快。“十四五”期间人口结构将发生结构性变化，预计中国大陆地区 60 周岁以及以上人口在 2050 年前后将达到 35.8%，届时约占总人口的 1/3（图 11）。

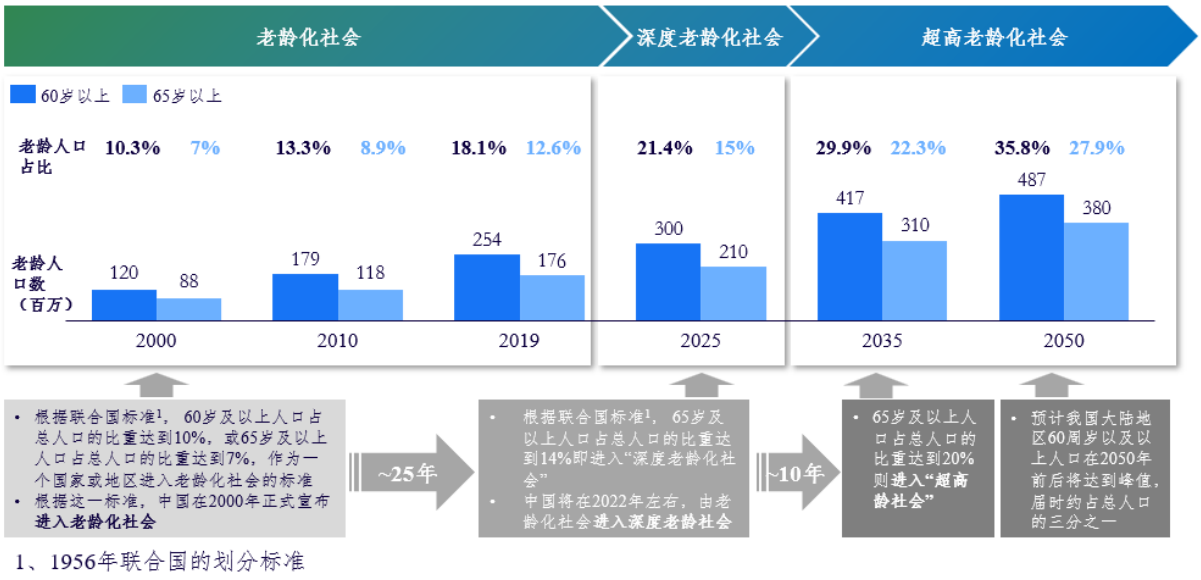


图 11：中国人口老龄化发展情况

资料来源：《中国发展报告 2020 中国人口老龄化的发展趋势和政策》、国家统计局，案头研究，理特咨询分析

此外，西方国家老龄化进程相对缓慢而平稳。例如法国老龄人口占比翻番经过了 145 年，瑞典经过了近 90 年，而中国却仅仅经过了 25 年，老龄化进程速度更快（图 12）。老年人群的健康需求不断增长，在抗衰老、骨骼健康、心血管保健等方面有特殊需求，推动了保健品和 OTC 药品市场的发展。同时，针对老年慢性疾病的 OTC 药品市场也逐渐扩大，如心脑血管类、关节类药物，已成为市场的热点。此外，老龄化加剧也推动了医学营养品市场的快速增长，对营养支持和特殊医疗的需求将不断增加。未来，保健品、OTC 药品和医学营养品市场都将继续迎来增长机会。

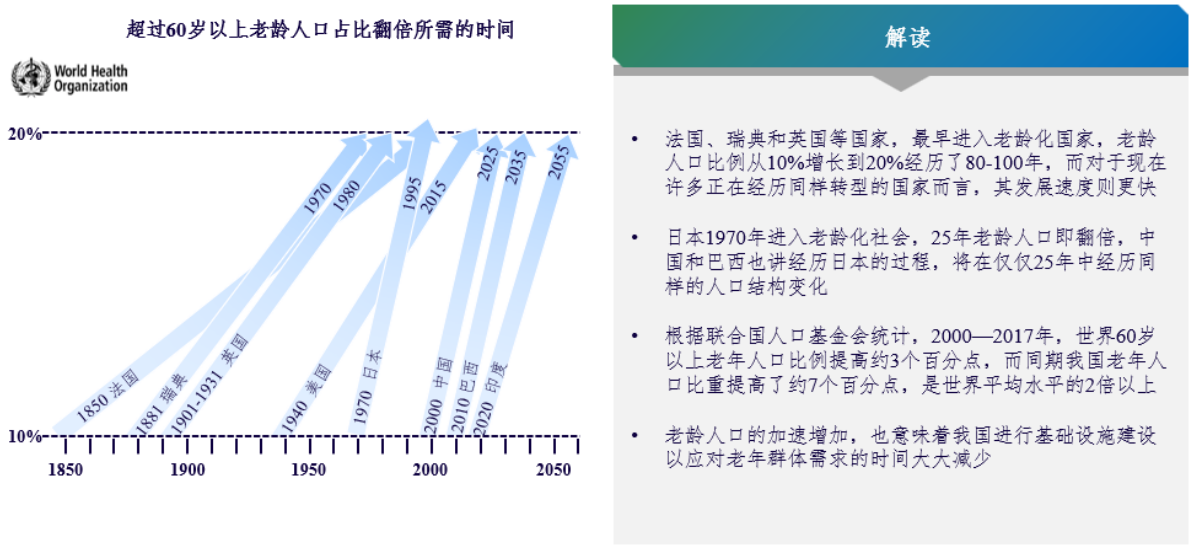
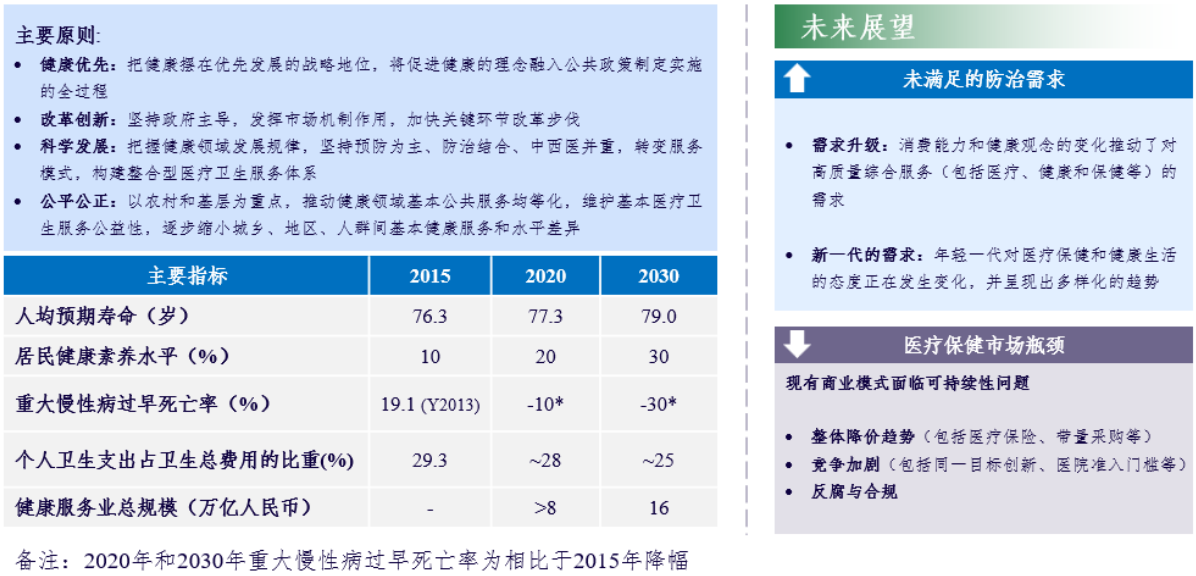


图 12：中国人口老龄化进程及发展速度对比

资料来源：案头研究，理特咨询分析

二、社会健康意识提升

随着社会健康意识的不断提升，生命健康产业的发展正在加速。《“健康中国 2030”规划纲要》是促进医疗卫生行业发展的指导原则，并为健康水平、健康生活、健康服务和保障措施制定了明确的指标（图 13）。《纲要》的实施使人们对健康的关注程度日益提高，更加注重预防疾病和维持身体健康，从而推动了保健品、个人护理产品和 OTC 药品市场的增长。消费者对功能性成分和天然有机原料的需求上升，促进了功能性保健品市场的快速崛起。同时，消费者对自身健康状况的关注及管理意识加强，使智能手环和健康 APP 等数字化健康管理工具的使用日益普及。未来，社会健康意识的持续提升将引导市场向更加注重功能性、个性化和科学化的产品方向发展，数字化健康管理工具的创新将成为市场发展的重要驱动力。



主要原则：

- **健康优先：**把健康摆在优先发展的战略地位，将促进健康的理念融入公共政策制定实施的全过程
- **改革创新：**坚持政府主导，发挥市场机制作用，加快关键环节改革步伐
- **科学发展：**把握健康领域发展规律，坚持预防为主、防治结合、中西医并重，转变服务模式，构建整合型医疗卫生服务体系
- **公平公正：**以农村和基层为重点，推动健康领域基本公共服务均等化，维护基本医疗卫生服务公益性，逐步缩小城乡、地区、人群间基本健康服务和水平差异

主要指标	2015	2020	2030
人均预期寿命（岁）	76.3	77.3	79.0
居民健康素养水平（%）	10	20	30
重大慢性病过早死亡率（%）	19.1 (Y2013)	-10*	-30*
个人卫生支出占卫生总费用的比重(%)	29.3	~28	~25
健康服务业总规模（万亿人民币）	-	>8	16

备注：2020年和2030年重大慢性病过早死亡率为相比于2015年降幅

图 13：《“健康中国 2030”规划纲要》解读

资料来源：《“健康中国 2030”规划纲要》，案头研究，理特咨询分析

三、 年轻群体的崛起

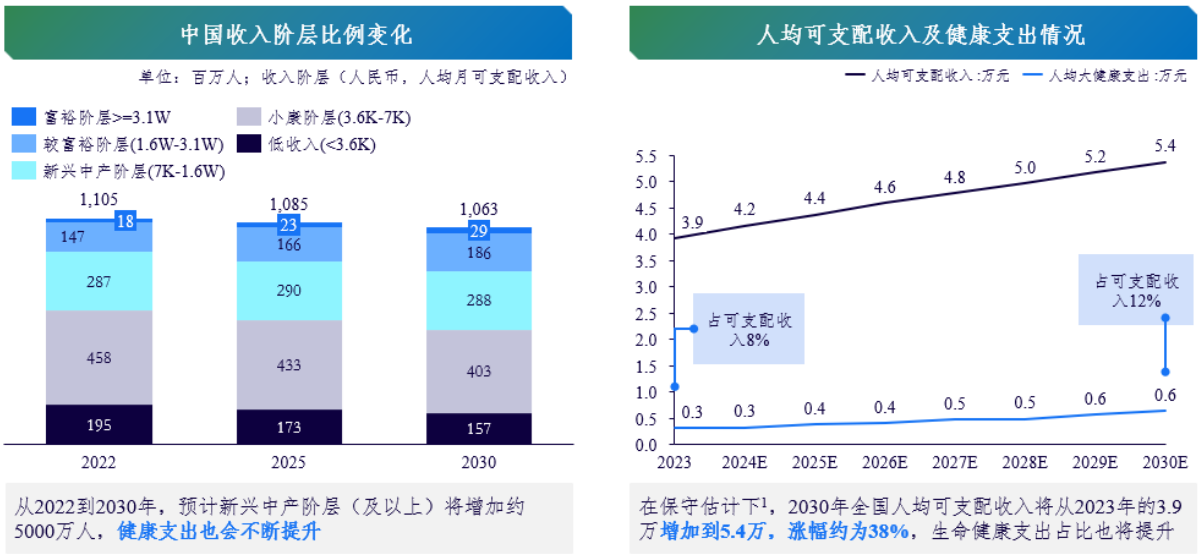
年轻群体的崛起带动了消费者对个人护理的关注，他们更加注重外貌、个体护理和健康生活方式。年轻群体对医疗保健和健康生活的态度正在发生变化，并呈现出多样化的趋势。他们追求个性化、时尚的个人护理品，如有机护肤品和彩妆品牌；注重健康生活方式，包括膳食补充剂和运动营养品的摄入。未来，年轻群体的需求市场将朝着创新、时尚、绿色的方向发展，企业在产品研发和宣传上需更好地迎合消费者的个性和价值观。

四、 科技驱动的创新

科技的不断进步为消费健康市场注入了新的活力，包括人工智能、大数据和智能化设备的广泛应用，为产品研发、生产和销售提供了更多可能性。智能个人护理工具的普及，如智能牙刷和护肤仪，不仅提升了产品的使用体验，还满足了年轻人对科技感的追求。基因检测技术的发展为保健品提供了更为个性化的解决方案，满足了消费者对健康管理的个性化需求。未来，科技的不断创新将为市场带来更多新品类和新服务，如基于大数据的个性化健康方案和智能诊疗等，助力市场持续发展。

五、 消费升级和个性化需求

随着居民收入水平的提高、收入阶层的变化以及健康管理消费观念的转变，消费者开始更加注重产品的品质和个性化服务。根据研究，从 2022 到 2030 年，预计新兴中产阶级（及以上）将增加 8400 万人。此外，预计到 2030 年，全国人均可支配收入将从 2023 年的 3.9 万元增加到 5.4 万元，涨幅约为 38%，健康支出占比也将提升（图 14）。消费能力和健康观念的变化推动了对高质量综合服务（包括医疗、健康和保健等）和产品效果的需求，消费者对品牌、使用体验和售后服务的期望也在不断提高。例如，消费者对前沿保健理念产品和高科技含量产品的需求日益增长。未来，个性化健康管理服务和高端保健品将成为市场的新亮点。



备注：1）假设2023年起总和生育率逐渐递增，2028 年回升到1.1，从2028 年起固定为 1.1

图 14：中国收入阶层及人均可支配收入

资料来源：案头研究，理特咨询分析

消费健康市场在老龄化趋势加剧、社会健康意识提升、年轻群体崛起、科技创新和消费升级等多方面驱动下，呈现出多元化和高度创新的发展态势。未来，随着科技的发展和消费者需求的不断演变，市场将持续受到多方面的影响，企业需要灵活应对，不断创新以满足消费者不断升级的健康需求。

附件二：消费健康行业四大细分门类监管现状

一、OTC 市场监管

在中国 OTC 市场的监管由多个机构负责，涵盖了 OTC 药品的研发、生产、销售和使用各个环节。国家卫生健康委员会负责卫生领域的整体规划和协调，对 OTC 药品的使用和推广进行监管，通过卫生法规和政策文件指导 OTC 市场行为。国家药监局则负责 OTC 药品的生产、流通和市场行为的监督，包括制定规范、颁发批准文号，并开展抽检等监管活动。现行的注册流程和准入标准相对固定，为适应市场变化，国家药监局正在逐步加快审批流程，推动更加灵活、高效的准入机制。此外，还鼓励创新型企业积极参与新产品的研发，不断为市场注入创新力量。

在临床准入方面，目前，国家卫生健康委已发布了 2009 年、2012 年和 2018 年的三版国家基本药物目录，基本药物数量从 307 种、520 种增加到 685 种。预计新版目录将于 2024 年更新，覆盖品种或将达到 900 至 1,000 个，重点关注慢性病用药、儿科用药和中药，特别是获得高度认可的慢性病药物和高需求的儿科药品。为确保目录顺利实施，发布了“986”政策，要求基层医疗卫生机构、二级公立医院、三级公立医院的基本药物配备占比分别不低于 90%、80%、60%，目前的执行率分别为 59%、45%、39%（图 15）。此外，随着近两年部分处方药院内市场承压，处方药转为非处方药逐渐增多，2024 年至今国家药品监督管理局发布了共 19 个处方药转非处方药的公告，较过去两年明显加快（2022 年有 9 个，2023 年有 18 个）。

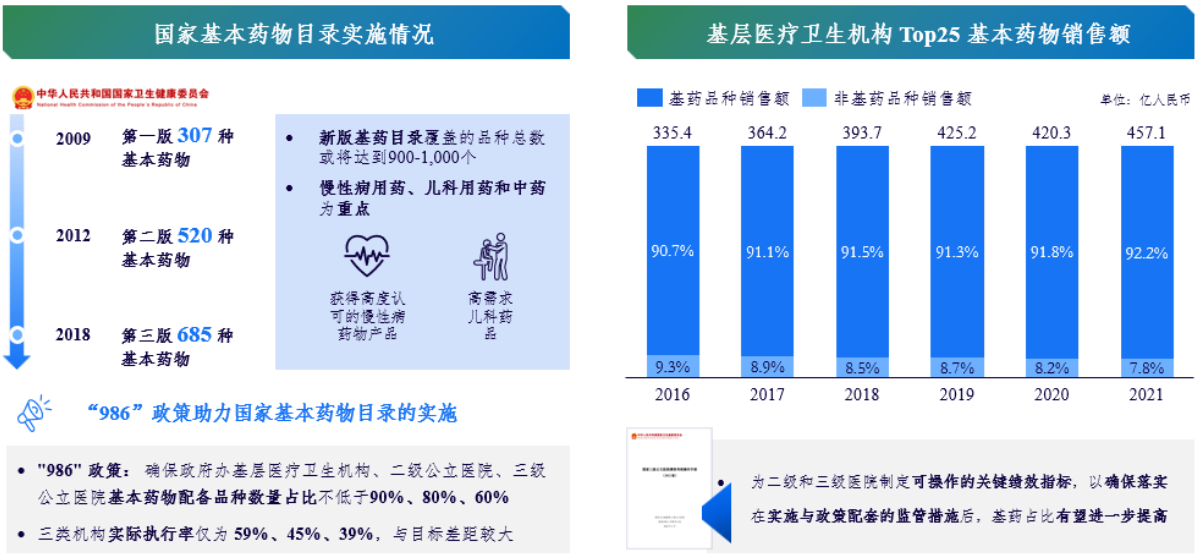


图 15：国家基本药品目录实施情况及基本药物销售额

资料来源：案头研究，理特咨询分析

在生产环节，OTC 药品必须严格遵守《药品生产质量管理规范》（GMP），确保从生产到出厂的每一个环节都符合国家标准。国家药监局加强了对生产企业的监管，定期进行现场检查，确保生产设施符合规范，并要求企业及时报告任何质量问题。近期，国家药监局还进一步加强了对新兴生产企业的监管，以确保新入市的 OTC 药品同样符合高标准的质量要求。

在广告及宣传监管上，中国对于 OTC 药品广告内容的真实性和科学性的要求更加严格。包括 2021 年重新修订的《广告法》，监管范围覆盖了广告发布行为合法性、广告内容合规性、广告内容准则性、广告发布行为合法性等方面。此外，广告审批的流程也有所优化，广告需在地方药品监督管理部门批准后才能发布，并且在跨省发布时需要进行备案。同时，2020 年，国家市场监督管理总局发布《三品一械广告暂行办法》，收拢了原本分散于各个法规的药械广告相关规定，并基于时代发展与社会需求，对相关要求进行修订与更新。《三品一械广告暂行办法》出台之后，药械广告合规再次成为监管关注，明确了不得使用可能误导公众的医学术语，且必须明确表明药品的非处方性质。在广告监管强度上，对于 OTC 药品广告违法情形的监督与查处强度、频次也不断提高。

二、保健品领域市场监管

在临床准入方面，新产品的引进、注册与准入环节构建了严格的蓝帽子和白名单机制。蓝帽子机制针对含有药食两用成分或食品成分的保健品，通过严格的审批流程和标准，验证其有效性与安全性，旨在提升整个市场的准入门槛。而白名单机制则是对新原料及新配方的备案进行严格管理，促使企业在产品创新时秉持更加谨慎和负责的态度，从而为消费者提供更加安全可靠的保健品选择。

在生产环节，市场监管总局作为保健品市场生产制造的主要监管机构之一，负责保健品的注册审批及后续生产过程的监督。该机构通过实施药品 GMP 认证、制定并监督执行严格的质量标准，以及持续的质量监测，确保保健品在生产环节达到高质量要求。这一系列措施不仅保障了产品的安全性，也促进了企业间的良性竞争，推动了保健品行业的整体发展。

在广告及宣传监管上，中国保健品广告监管主要参照《广告法》、《食品安全法》等法规管理，并由市场监督管理总局和国家药监局等机构负责，要求广告内容真实合法，不得含有虚假宣传或暗示药物疗效，广告需经过审查批准，并且在渠道上监管含括了传统媒体及互联网广告。

三、个人护理市场监管

在个人护理领域，新产品的引进、注册和备案主要受到市场监管总局、国家药品监督管理局和国家卫生健康委的监管。监管方向主要涵盖了个人护理产品的生产、质量、广告宣传、市场准入等方面。

市场准入环节监管由国家药监局主导，主要依据《化妆品监督管理条例》、《化妆品注册备案管理办法》、《化妆品生产经营监督管理办法》、《化妆品标签管理办法》等法规。所有个人护理产品必须经过成分安全性评估，其中普通化妆品需备案；特殊化妆品（如防晒、美白等）则需注册，并提供功效验证和安全数据；进口产品需通过海关检验检疫，确保符合国内标准。

在生产环节，国家药监局通过《化妆品生产质量管理规范》、《化妆品安全技术规范》等一系列的法律法规和技术指南规范了护肤及化妆品的生产过程，对护肤及化

妆品成分明确了要求，同时明确了标签和广告宣传的规范，全面提升了产品的安全性和质量。此外，政府也加强了对新原料和新技术的审批和监管以保障消费者的权益。

在广告及宣传监管上，中国对个人护理市场广告宣传的监管也愈加严格。《广告法》、《反不正当竞争法》和《消费者权益保护法》等法规为个人护理广告的监管提供了法律依据，尤其是 2021 年《化妆品监督管理条例》的实施，对虚假广告的定义和处罚作了详细规定，处罚范围包括虚假宣传、概念性添加成分、虚构功效和不实信息等违法行为，企业在对个人护理产品的成分标注、功效宣传和使用数据时需要确保真实可靠。

四、医学营养品市场监管

目前中国医学营养品市场监管包括两方面，其中肠内营养制剂为处方药品，通过国家药品监督管理局进行药字号批号范畴的监督及管理。而特殊医学用途配方食品则以 TY 食品批号通过国家市场监督管理局进行审批及监管。

在临床准入方面，2016 年 3 月，原国家市场监督管理局总局发布了《特殊医学用途配方食品注册管理办法》，明确了注册程序、技术要求及监督管理和法律责任，并通过配套文件进一步细化规定。2019 年 3 月，修订后的《食品安全法实施条例》进一步明确了医学营养品的检验、经营及广告要求。2023 年 11 月 28 日，市场监管总局发布了新的《特殊医学用途配方食品注册管理办法》，于 2024 年 1 月 1 日生效。新办法增加了以临床营养需求为导向的创新指导原则，优化了注册流程，提高了部分注册和延续注册的要求，新增了优先审评审批程序，并完善了法律责任。截至 2024 年 8 月 5 日，中国已批准上市 196 款医学营养品，其中包括 56 款特殊医学用途婴儿配方食品、60 款 1 岁以上全营养配方食品（包括 1 款肿瘤全营养配方食品）和 80 款非全营养产品。

在生产环节，对于符合《特殊医学用途配方食品注册管理办法》的产品，注册管理进行了以下方面的优化：一是在产品配方设计依据方面，申请注册时仅需提交产品配方的符合性说明；二是在生产工艺设计方面，仅需提交关于工艺设计、形态选择、工艺过程等情况的一致性说明；三是在研发生产能力方面，需提交关于研发机构、生产场所主要设施设备、生产质量管理体系等情况的一致性说明。

在广告及宣传监管上，《药品、医疗器械、保健食品、特殊医学用途配方食品广告审查管理暂行办法》对特殊医学用途配方食品的广告及营销监管极为严格，涵盖了医学营养品广告内容、标签说明、市场营销及线上销售等多个方面。企业在发布广告前必须获得相关部门的批准，内容不得夸大产品功效或误导消费者。营销推广应通过专业渠道进行，禁止不当宣传，线上销售也需符合相关法律法规。

附件三：新品类、新渠道、新营销的“三新”态势

一、新品类——儿科和老龄化产品、个护需求创新延展

OTC 药品：

新型 OTC 药品将更注重个体化治疗，采用智能化技术，提供精准用药方案。全新儿科 OTC 品类将涵盖婴幼儿用药和儿童成长需求，老龄化产品将专注于慢性病管理。同时，全新类别的 OTC 药品将关注心理健康、睡眠管理等领域。

保健品：

未来的保健品市场将更注重个性化和专业性，拓展至老年健康、儿童成长等新领域。个性化的定制保健品将根据个体基因、生活方式等提供更科学合理的营养方案，满足不同人群的具体需求。

个人护理：

新型个人护理品类将注重功能性和科技性的融合，例如智能化护肤仪器、个性化定制的护肤产品。儿童和老年人护理品类将推陈出新，满足特定群体的需求，例如老年人护理产品将关注肌肤弹性和抗衰老。

医学营养品：

近年来，医学营养品在品类结构和市场发展上呈现出显著的拓展趋势。在品类结构上，儿科和老龄化产品得到了较大关注。儿科营养品新品类侧重于针对婴幼儿和儿童特定生长阶段和饮食需求的专业营养品，而老龄化营养品则关注老年人口的慢性病管理、肌肉维护和认知健康。从产品类型来看，非婴儿群体的特医食品获批数量在近年来显著增长，2023 年已有 41 款非婴儿特医食品获批，婴儿特医食品有 5 款。国产品牌在市场中占据主导地位。国产医学营养品的注册数量远超进口产品，140 款获批产品中有 105 款为国产品牌，在推动优质国际品牌和产品进入中国市场、惠及人民大众健康方面，国际企业仍需开展大量工作。

二、新渠道——围绕用户的消费健康需求重构渠道

OTC 药品：

新兴渠道，尤其是社交电商和跨境电商，将成为 OTC 药品的重要销售通道。据 Euro monitor 统计数据显示，2021 年跨境药品交易规模为 55 亿元，2021 至 2023 年电商平台品类年增速均在 40%至 50%之间，2023 年国内主流电商平台累计交易跨境药品订单超过 1 亿数量，跨境药品消费者超过 2000 万人，跨境电商渠道潜力较大。通过新兴平台推广 OTC 产品，并提供个性化线上健康管理方案，消费者便捷的购药体验将得到进一步发展。

保健品：

社交电商将成为保健品市场的主要推广平台，通过社交网络传递健康知识，提供个性化的产品推荐。跨境电商将为保健品提供更广阔的市场，带动国际保健品的引进和本土品牌的输出。

个人护理：

社交电商将成为个人护理产品的主要销售渠道，通过社交平台的互动，建立消费者信任。传统零售渠道将逐渐整合线上线下，提供更多的个性化购物体验。

医学营养品：

近年来，医学营养品在品类结构拓展和市场需求上有显著增加，但临床营养专业人士的缺乏和购买渠道的限制对其普及性带来诸多挑战。医学营养品对许多患者及家属来说是营养刚需品，但购买渠道便利程度较低。一方面，医院缺乏医学营养品的收费标准，医生无法开处方，消费者只能在院外购买，但部分线下药房存在品种少、分类不清、销售人员不专业等问题。另一方面，线上网店主要售卖婴儿和全营养特医食品，特定需求的患者如肿瘤和苯丙酮尿症患者则难以找到合适产品。此外，国产品牌需时间深耕并加强宣传才能被更多患者所了解。未来，医学营养品行业将不断填补临床营养专业人士的缺口，而院内外产品品类的购买渠道也需逐渐打通。

三、新营销——数字化驱动全域营销

OTC 药品：

未来，OTC 药品将更注重数字化营销，通过大数据分析消费健康行为，推送个性化用药建议。内容创意的提升，例如医学科普、健康教育，将成为品牌建设的重要手段。

保健品：

品牌将更加注重内容创造，通过健康教育、科普知识，提升消费者对品牌的信任度。社交媒体将成为保健品品牌的重要宣传平台，通过用户分享和口碑传播产品价值。扬子江药业集团认为普及健康知识能够更好地提高全民健康水平，是最根本、最经济、最有效的措施之一。

个人护理：

未来，个人护理品牌将通过社交媒体平台进行情感化营销，强调品牌理念和用户体验。结合 KOL 的力量提升品牌知名度和美誉度。

医学营养品：

未来，医学营养品营销将以药店为主要线下销售渠道，结合 DTP（Direct to Patient 直面患者）模式整合健康管理和病种管理服务。药店通过与医院和医生合作，实现处方药流转，并提供长期慢病管理服务。同时，药店将通过精准会员筛选、患者教育活动和体验式营销，提升医学营养品的认知度和接受度。此外，特医食品将以 OTC 零售模式推广，店员培训、联合用药指导、大型营销活动及会员精准推送等措施将提高产品的推荐成功率和销售量。

综上，消费健康市场发展的新主题将围绕“数字化”、“高端化”和“端到端”（图 16）。在数字化方面，从线下渠道向电商、社交媒体等延展，新市场如 B2C 电商、O2O 电商、在线问诊和互联网医院等渠道将成为未来的核心发展渠道。在高端化方面，消费者对疗效明确的产品和卓越服务体验需求不断增加。在端到端方面，消费者不光只专注在“有病求医”的医疗需求，而是进一步专注从保健到康养的一站式健康管理需求。如院外市场的慢性病管理和就诊回访，更追求优质的产品、服务和体验。

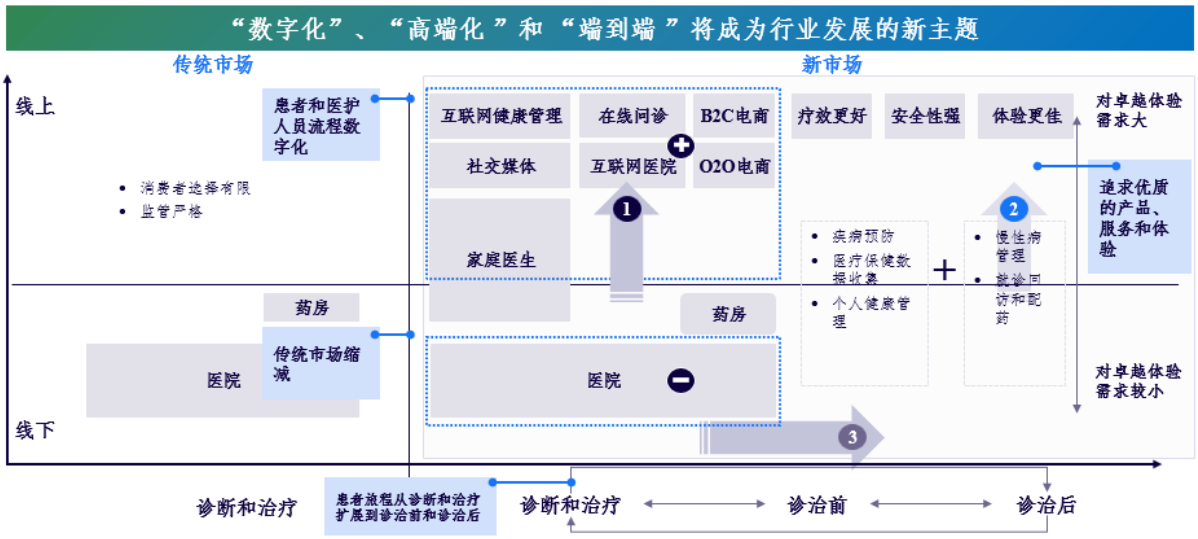


图 16：消费健康行业发展的新主题

资料来源：案头研究，理特咨询分析

附件四：国内消费健康产业聚集区建设情况

一、北京市昌平区美丽健康产业发展介绍

北京市“十四五”规划将昌平区定位为全市唯一美丽健康产业发展聚集区，昌平区紧抓“两区”建设战略机遇，紧扣美丽健康产业发展趋势和消费潮流，致力于打造具有国际影响力的“未来美城”。

图 17：北京市昌平区美丽健康产业规划布局

资料来源：昌平区产业规划

（一）发展美丽健康产业优势显著

近年来，昌平区潜心向“美”而行，全国首个化妆品个性化服务人工智能数字系统发布，全市首个美丽健康产业创新研究院成立、首个美妆直播基地落地、首个“化妆品经营与管理”专业设立，落地爱美客等规上企业 33 家，2023 年昌平区美丽健康产业收入超过 100 亿元。产业空间方面，立足打造“未来美城”，昌平区规划了“一核、

三园、四高地”的总体空间格局（一核：以中关村生命科学园为美丽健康产业科创核心区，三园：小汤山美丽智造园、小汤山美妆创新园、天通科技创意园，四高地：打造京艳创新策源地、京韵国妆首发地、京品孵化育成地、京彩智造主阵地）；平台服务方面，北京市合成生物技术创新中心挂牌，联合中国科学院过程工程所共建“胶原蛋白生物制造科创平台”；研发创新方面，昌平区规上企业研发投入强度始终保持在10%以上，已累计新增备案化妆品 118 个、获得发明专利 17 个；消费品牌方面，美图茉颜成功获得化妆品个性化服务试点批复，星耀美妆直播基地让消费者与昌平“美丽相约”。

（二）积极争取“两区”政策突破

昌平区会同市“两区”办“揭榜挂帅”开展了美丽健康产业领域政策“会诊”，基于“会诊”成果“一报告、两清单”，推动市级九部门出台《关于支持美丽健康产业高质量发展的若干措施》，明确北京“未来美城”位于昌平区全区，将“未来美城”作为全市美丽健康产业创新政策的先行先试承载区，围绕营造创新生态、创新监管模式、培育产业集群、强化消费引领以及健全保障机制五个方面，提出 21 条开放改革措施。

（三）构建市区两级产业政策体系

强化顶层设计——2023 年 9 月，北京市经信局、昌平区政府联合出台《北京市美丽健康产业高质量发展三年行动方案》，通过谋划推动“四大工程”（创新领航工程、产业扩规工程、消费带动工程、开放赋能工程）助力北京成为全球化妆品产业“创新之城、消费之城、未来之城”。确保到“十四五”末，全市建立 5 个研发创新中心，吸引 10 家以上美丽健康领域先进科研院所设立临床研究、创新转化中心，支持原材料企业完成 20 种化妆品新原料注册备案，引育壮大 30 个年营业收入超过 10 亿元以上优质品牌企业，美丽健康专精特新企业达到 50 家，全产业链格局基本形成，北京市美丽健康产业收入实现翻一番。

完善配套政策——聚焦促进创新发展、加快产业集聚、完善产业生态三大方向，昌平区配套出台《北京市昌平区关于支持美丽健康产业高质量发展的实施细则（试行）》，统筹未来 3 年不少于 2 亿元的区级财政资金，以及工信部中小企业数字化转型首批试点城市专项政策支持，服务保障链条企业和人才创新突破。首创新原料注册

备案“获批即奖”、个性化服务试点“获批即奖”“开店即奖”、国家级教学基地“落地即奖”等，共有 16 条核心支持条款助力企业在昌平落地。2024 年已为爱美客、茉颜等企业的 15 个项目成功兑现美丽健康产业资金 1465.4 万元，这是北京市首个美丽健康产业支持政策成功兑现。"

二、广州市生物医药产业发展介绍

2024 年上半年，广州市生物医药与健康产业继续保持强劲增长势头，增加值达到 410.73 亿元，同比增长 5.0%。其中，规模以上医药制造业产值达到 288.69 亿元，同比增速 2.9%，其中生物药品制品制造产值 77.22 亿元，增速 30.8%。截至 2023 年，广州市拥有各类生物医药企业超过 6500 家，总数位居全国第二，其中包括广药集团、阿斯利康等世界 500 强企业 12 家，规上企业 256 家，上市企业 23 家，产业规模、创新平台及企业数量等位居全国前列，发展水平跻身国家第一梯队。

一是医疗产业强势，长久以来聚集全国患者。三甲医院每 10 万人标准居全国第一，为医药与医疗器械发展提供肥沃土壤。临床资源方面，截至 2023 年底，广州全市医疗卫生机构一共 6677 个，其中医院 331 家，包含 47 家三甲医院；拥有 8 个国家区域医疗中心，45 家药物临床试验机构（GCP）、医疗器械临床试验机构 47 家。生物医药人才方面，最高荣誉“共和国勋章 ”获得者钟南山院士，院士曾益新、宋尔卫。2018 年岭南名医录，全省 2000 名专家，广州占 1282 人。高校资源方面，拥有综合型院校及医学类高等院校 26 所；在生物医药领域，广州建成了 12 个国家工程中心和实验室、13 个专业孵化器、133 个科技研发机构、158 个各级重点实验室、128 个各级工程技术研究开发中心和 51 家各级企业技术中心。

二是产业布局逐步优化，产业集群持续向城市创新核集聚。广州已形成以黄埔区国际生物岛为核心、“两城一岛”为牵引、南沙区广东医谷和生物谷等多区多片联动的空间集聚发展格局。总面积 1.83 平方公里的国际生物岛集聚了 530 家企业，世界 500 强企业 7 家，南沙区广东医谷孵化了 300 多家企业。

三是企业引育扎实推进，龙头优势企业引领带动行业发展。广州市现有各类生物医药企业 6500 多家。近年来先后引育百济神州、诺诚健华、达安基因等行业龙头

企业共同引领行业发展，推动建设诺诚健华新药研发生产基地、广州绿叶生物制药产业园等大批重点项目，产业竞争力巩固提升。

四是产业创新加速形成，产学研协同共筑产业发展新引擎。立足中山大学医学院、南方医科大学、广州医学院等高校科研与临床医疗资源，依托广州开发区专业生物医药园区及完备的制造业体系，搭建协同研究创新平台，推动重点药企与科研院所、三甲医院深度合作，通过嫁接企业、医院、研究院三方需求和资源，实现生物医药创新研发、临床试验、生产制造、上市应用、流通销售等全产业链合作新模式。产学研方面，大力推进广州国家实验室、人类细胞谱系国家重大科技基础设施、人体蛋白质组导航国际大科学计划等平台加快建设。着力打造各类专业服务平台、合同研发生产等产业链多元服务结构。支持鼓励龙头企业牵头组建创新联合体，加速推动创新药品和高端医疗器械的研发攻关、临床和产业化。

五是产业生态不断完善，产业链供应链增强稳定性和竞争力。通过编制出台《广州促进生物医药产业高质量发展的若干政策措施》，为产业发展提供了坚实的政策支撑。充分发挥“磁场效应”，吸引和集聚了以诺贝尔奖获得者、两院院士及产业领军人才为核心的高端创新人才和资源，形成了强大的多层次人才梯队。在国内国际合作方面，国有医药流通企业规模持续扩大，广药集团等龙头企业积极开拓国际市场，与国内外企业达成多项战略合作，提升了全球竞争力。金融支持力度显著增强，广药集团与沃博联全资子公司联合美华合作设立 10 亿元产业基金，成为广州市首支成功落地的合格境外有限合伙人试点基金。广州设立 1500 亿元的产业投资母基金和 500 亿元的广州创新投资母基金，采用“母基金+母基金+子基金+直投”运作模式，支持包括生物医药领域在内的企业加快发展。

下一步，广州市将把生物医药和医疗器械产业作为骨干新兴产业之一来重点打造和培育，将广州打造成为粤港澳大湾区生物医药和医疗器械产业创新高地。

三、泰州市中国医药城产业医药产业发展介绍

2005 年 2 月，江苏省委、省政府作出“建设医药产业园，打造中国医药城”的重大战略决策。2006 年 11 月，中国医药城正式启动建设。2009 年 3 月 18 日，国务院批复泰州医药高新区升级为国家级高新区，成为全国第一个医药类国家高新区。2010 年

2月，科技部、卫生部、国家食品药品监管局、国家中医药管理局与江苏省政府共建中国医药城机制正式启动，成为全国唯一的部省共建高新区。2021 年 6 月，泰州医药高新区与高港区正式启动融合发展。在 2023 年科技部公布的全国生物医药园区综合竞争力排名中，中国医药城首次进入前 10 强，列第 9 位。“泰连锡生物医药集群”成功入选全国第三轮 20 个先进制造业集群。

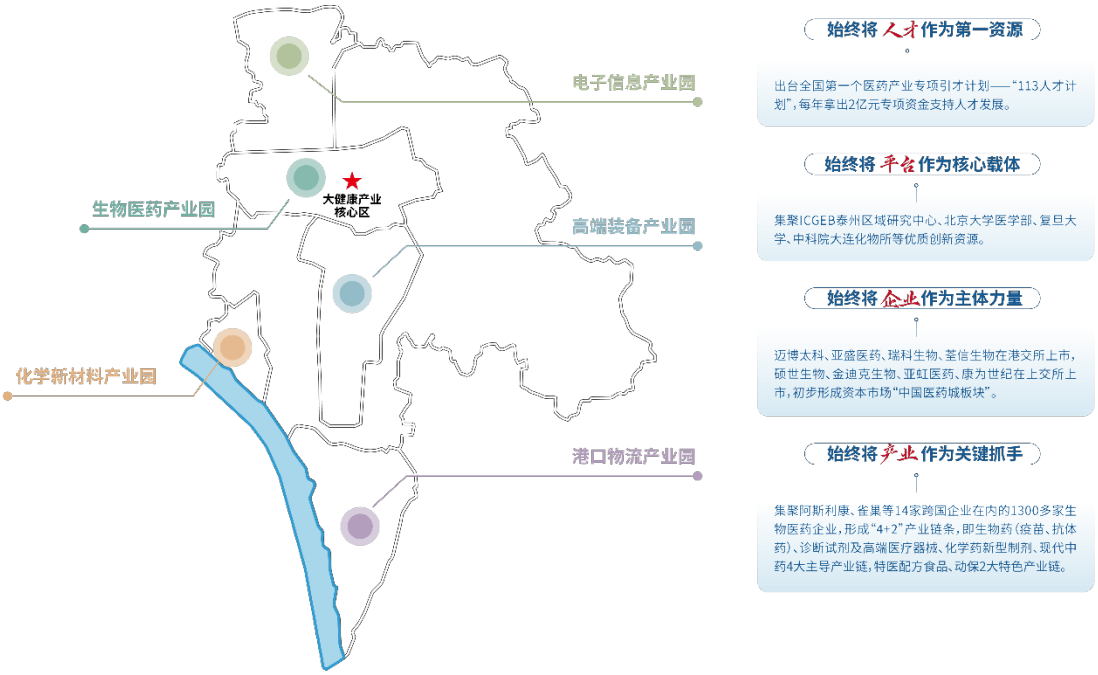


图 18：中国医药城产业布局

资料来源：泰州市产业规划

（一）坚持特色发展，打造产业高地

中国医药城集聚了阿斯利康、雀巢等 14 家跨国企业在内的 1300 多家生物医药企业，形成“4+2”产业链条，即生物药（疫苗、抗体药）、诊断试剂及高端医疗器械、化学药新型制剂、现代中药 4 大主导产业链，特医配方食品、动保 2 大特色产业链。其中，生物药（疫苗、抗体药）方面，是国家唯一的新型疫苗及特异性诊断试剂产业集聚发展试点，建有全国首个国家级药品（疫苗）检查员实训基地，5 家人用疫苗企业取得《药品生产许可证》，占江苏省的 5/9、全国的 1/9，产业集聚度全国园区最高。诊断试剂及高端医疗器械方面，企业总数占全省的 13%，诊断试剂企业数占全省的 20%以上，

在基因测试、核糖核酸、POCT（即时检验）等重点领域产业链完整、品种齐全，累计获得二类、三类医疗器械注册证超过 1100 张。化学药新型制剂方面，已有 30 多家企业 50 多条生产线正式投产，在心血管疾病、光动力药物、抗肿瘤等重点领域实现创新品种的产业化，形成以新靶点抗肿瘤研发为核心的化药创新药研发和产业化体系。现代中药方面，以扬子江药业为引领，园区有中药药品重点生产企业 9 家，在心血管、中药新剂型等领域实现中药品种的产业化，形成了以临床价值为导向、以创新剂型为技术支撑的中药现代化研发生产体系。特医配方食品方面，获批全国“特殊食品产业集群示范基地”，在产企业占全省的 40%，特医食品注册证占全国的 28%、全省的 75%，产业规模、获批产品数均位居全国第一。动物保护产品方面，重点发展兽用生物制品、宠物药和兽用诊断试剂三大特色产品，获批兽药注册证书 16 张，25 个品种上市销售，累计有 15 条生产线投产，在研品种达 20 多个。

（二）坚持动能转换，打造创新高地

始终将创新作为引领发展的第一动力，集聚创新要素资源，构建新型创新体系。创新人才加速集聚。出台全国第一个医药产业专项引才计划——“113 人才计划”，打响国家“海外高层次人才创新创业基地”品牌，每年拿出 2 亿元专项资金支持人才发展，形成“113 人才计划”、省“双创计划”、国家级高端专家（千人计划）三个梯度体系。通过“项目引才、平台纳才、产业聚才、以才引才”等方式，紧盯世界生物医药发展最发达的欧美国家，突出招引不同领域的标杆型领军人才，累计引进 4300 多名生物医药类海内外高层次人才，柔性引进两院院士 11 名、国家级高端专家 68 名，高端人才在全国同类园区中名列前茅。平台功能加速完善。定期召开部省共建联席会议、中国医药城专家咨询委员会、医药峰会，高位推动园区重大发展问题解决。深化大院大所合作，集聚联合国工业发展组织国际遗传工程和生物技术中心（ICGEB）全球首家区域研究中心、北京大学医学部、复旦大学、中科院大连化物所等国内外顶尖高校科研院所的优质创新资源，构建高层次研发平台载体。遵循产业发展规律，搭建疫苗工程中心等 21 个特色鲜明的技术平台，提供“全链式”技术服务。区内拥有各类研发机构 70 多家，各类重点企业与 100 多家国内外高校、科研院所建立了产学研合作关系。金融资本加速涌流。出台支持医药科技型企业小额贷款及担保的实施办法，打造创业期政府资助、成长期科技信贷支持、成熟期股权直接融资、扩张期上市培育的金融服

务支撑体系。先后设立 24 支产业基金，注册规模达 120 亿元。迈博太科、亚盛医药、瑞科生物、荃信生物在港交所上市，硕世生物、金迪克生物、亚虹医药、康为世纪在上交所上市，预计到2025年上市企业达20家，初步形成资本市场“中国医药城板块”。

（三）坚持专业高效，打造服务高地

全面优化政务商务环境、产业发展环境、国际化环境、人文环境，加快构建开放包容、富有活力的创新生态体系。专业服务优质高效。根据医药产业特点和专业化要求，围绕招引建设、申报注册、金融支持、市场拓展等产业发展全环节，聚集 100 多名生物医药背景的专业化高层次人才，提供超前介入、全程参与、全方位服务。创新设立覆盖生物医药产业链全过程的公共服务平台——国内首个“药监服务综合体”，打造“1+4+3”的联合工作模式，让各类企业和创新创业团队共享平台资源，加速创新成果转化。产业政策精准支持。出台《推进新型工业化加快制造强区建设实施意见》《推进新型工业化加快制造强区建设若干政策意见》和《促进开放型经济高质量发展实施意见》《促进开放型经济高质量发展十条政策措施》，拿出真金白银，重点聚焦企业培大育强、创新发展、开放发展等方面，加快培育新质生产力。政务服务畅通便捷。对标国际一流水平，以制度创新、流程再造为核心，强化“用户思维”，注重“客户体验”，探索“一件事一次办”、“容缺受理”审批模式，做实“24 小时不打烊”在线服务场景，全力提升服务效能。坚持产城一体，完善产业载体和城市功能，建成休闲消费、人才公寓、教育医疗等一批城市功能性项目，构建了生产、生活、生态融合发展的新格局。

四、烟台市牟平区生物医药产业发展介绍

生物医药产业是烟台市重点培育发展的 16 条产业链之一，主阵地在牟平区。

打造具有承载能力的产业园区——蓝色药谷•生命岛。园区面积 3.2 平方公里，总投资 100 亿元，北岛为高端研发及生活配套区，南岛为医用同位素药物产业园，东岛为干细胞与再生医学产业园，西岛为医美抗衰产业园。布局了细胞产品、基因编辑、特医食品、合成生物、CDMO+MAH、仓储物流等公共平台。目前，86 栋单体、90 万平方米建筑全部封顶，今年上半年将全部投用，已签约项目 92 个，落地注册企业 40 家，6 个项目入园建设。

抢位布局两大特色优势产业。医用同位素药物，围绕东诚药业同位素药物国内头部企业地位，建设 10 多个关联项目，其中蓝纳成项目已有 6 款一类放射性创新药进入临床试验，国内首台高功率医用电子加速器签署合作协议，将解决中国医用同位素原材料90%以上依赖进口的“卡脖子”问题，构建“原材料生产、药物研发、中试转化、新药临床、产品生产、核药诊疗应用”全产业链，打造东北亚医用同位素健康产业核心聚集区。细胞与再生医学，重点在医美、抗衰、慢性病防治方面推动研发计划项目成果和前沿技术转移转化，其中 2 项国家重点研发计划项目成果中试课题任务书在牟平转化，4 个药品品种达到 GMP 中试生产技术要求。正在推进建设的细胞产品中试转化平台是国内该领域级别最高、内容最全的服务平台，加快抢占生命科学未来产业制高点。

培育一批具有创新能力的生物医药企业。东诚药业是全球最大的硫酸软骨素生产商，也是国内最大的生化原料药生产基地；佰傲再生医学是国内较早开展再生医学研究的团队，创造了三项在世界范围内有较大影响力的科研成果；石药百克自主研发的“津优力”荣获国家科技进步二等奖，为制药领域最高国家奖项，在全国市场占有率最高达50%；富海实业是国内最大的抗生素瓶用铝塑组合盖、药用铝瓶生产企业，药包材系列产品畅销全国各地并远销美国、印度、阿联酋、欧盟等多个国家和地区。

注：“1+4+3”的联合工作模式：“1”是全国唯一的国家级疫苗监管实训基地，负责全国疫苗检查员的资质培训；“4”是省级层面的省药监局直属分局、泰州检查分局、审评核查泰州分中心，以及省医疗器械检验所泰州分所，侧重对泰州医药企业药械受理、审评、核查、检验及上市后监管等过程进行管理服务；“3”是区级层面的新药申报服务中心、医药政策服务中心、审评核查服务中心，侧重在药品申报、医保市场准入、上市后服务三个环节，与国家药监局、国家医保局及省药监局对接。

五、启东市生物医药产业发展情况介绍

生命健康产业是启东市构建“以先进制造业为主导，战略新兴产业为引领，现代服务业量质齐升”的产业体系中的主导产业之一，具有坚实的产业基础。

图 19：启东生物医药产业发展规划

资料来源：江苏省启东市

全市拥有拜耳医药、药明康德、金达威、艾力斯、睿智医药、皓元医药等 6 家上市医药企业，以及优创生物、应成医疗、凯联医疗、昊丰医疗、迈伦医疗等多家优质医疗器械企业，目前全市有生命健康产业规上企业 25 家，涵盖医药研发服务、生物制药、化学制剂、植介入医疗器械、生物试剂多个细分领域，共计 80 多个医药品种，其中 12 个产品被认定为国家重点新产品，65 个产品被认定为江苏省高新技术产品，达喜、爱乐维、盖天力、白加黑、金克槐耳等产品驰名中外。

早在 2005 年，启东就获批“国家火炬计划启东生物医药产业基地”；2010 年，启东经济开发区获批“江苏省生物医药科技产业园”。近年来，启东围绕打造生命健康

产业，充分借助北京、上海等地的优质资源，合作共建了多家生命健康产业公共平台。其中，北京大学生命科学华东产业研究院打造国际化视野和水准的生物医药创新基地；上海自贸区启东生物科技创新协作园拥有完整的实验动物体系，打造长三角生物医药产业“动物试验基地”。

目前，启东已形成以启东经济开发区（启东生命健康科技园）为核心的生命科学科创板块，以启东生命健康产业园为载体的绿色制造板块和以启东高新区为载体的模式动物服务板块等三大功能明确、各具特色、协作互补的产业布局。

附件五：企业建议

一、进一步完善适合消费健康行业的注册、准入政策路径

修改药品分类，非处方药品扩容：在中国，未来的 OTC 药品的注册与准入展望将包括药品分类的修改和非处方药品范围的扩大。除了建立健全体系之外，还需要通过需求端引导和供给侧改革推动市场的发展。医疗领域中的一些其他政策，例如药品供应端的改革扩充，也间接促成了轻微疾病诊治行为的改变。英国卫生部在 2000 年发布的国民医疗服务体系规划中承诺对处方药进行评估，将更多可以自我护理服用的原处方药纳入非处方药范畴进行管理，从而提升医疗服务的可及性和公平性。这一举措也间接提升了社区药房在轻微疾病诊疗咨询中的地位和能力，推动更多患者选择社区药房进行咨询。类似的政策在中国也有望通过提高社区药房的作用，促进轻微疾病的自我诊治，提升医疗服务的效率和公平性。

加快优质处方药转换为非处方药流程，完善 OTC 转换审评制度：鉴于医疗医药支出都会增加政府财政负担，“处转非”可作为节约国家医保资金的有效措施，未来可继续加快优质药品的 OTC 转换流程。通过借鉴国际标准完善 OTC 转换审评制度，以为优质药品“处转非”创造有利条件，通过 OTC 产品扩容形成多方受益的局面。

儿童用药目录单列：参考 WHO 基药目录将儿童基本用药目录单列，并优先考虑儿童常见疾病、常见症状治疗药品。儿童作为特殊的用药群体，存在专用药品少、适用剂型少等问题，在儿童基药目录调整中，应放宽儿童药定义，考虑儿童专用药和儿童共用药，鼓励纳入更多针对低龄儿童常见疾病和症状使用的剂型以满足不同年龄段儿童的用药需求。

鼓励重点疾病领域非处方药新品的审批上市：考虑到中国人口长期趋势，以及慢性病作为严重威胁中国居民健康一类疾病的现状，呼吁未来可采取更多鼓励措施以帮助儿科、女性健康、三高等重点疾病领域非处方药新品的审批上市，在新药审评审批中采用优先纳入原则。

加大非处方药跨境电商政策力度：为消费者提供更多性价比高的个性化选择，促进国内消费。OTC 产品有别于处方药，是消费者根据需求可自行使用的药品，安全性更高。随着试点工作的深入推进，建议一是能在清单里纳入更多老百姓需求迫切的品类，比如生发类、戒烟类以及儿童保健类产品。二是突破“国内已上市”的限制，引进更多国外已上市数年，被多个市场证明安全有效且需求量大、价格合理、老百姓欢迎和期待的产品。三是允许境外药品销售企业、国内代理流通企业、第三方电商平台等多方根据需求向主管部门随时或定期提出扩品类申请。四是清单品类扩展需建立和实施动态调整机制，随报随批或定期（比如：每季度一次）审批。政府可以委托药学专家，成立相关评审委员会，保证专业背书。五是持续完善信息化系统，做好试点药品的事前、事中、事后全流程监管，完善试点药品信息化追溯体系，权责利分明，保障人民群众用药安全和合法权益。

二、鼓励本土化发展，促进适合中国市场的研发和创新

实现本土化生产和创新是未来消费健康行业向新发展的关键所在，未来企业要加强本土研发能力，通过建立专门的研发中心吸引本地顶尖人才，结合国际先进技术和本土市场需求进行创新产品的开发。与本地科研机构和高校合作，开展联合研究项目；积极申请政府的科研基金和创新补助，利用政策红利推动研发等多种方式提高创新能力。

在上市准入方面，目前中国陆续出台多项外商投资优惠举措，为进一步优化外商投资环境。国家药品监管部门相继发布了关于“已在境内上市的境外生产药品转移至境内生产”的相关公告和申报资料要求，在提高药品可及性，满足人民群众的用药需求，促进医药行业高质量发展提供政策支撑。但在实操层面，如市场准入环节，原研地产化产品面临“身份”不明（“既不是参比制剂，也不是仿制药”），无法延续其原研权益的困难。从技术层面上而言，对于原研药品，其原研地位和权益在“境外转境内”后不应受到减损，原研的化学药品技术转移至境内生产的药品注册申请获得批准，意味着药监部门认可原研地产产品与原研产品的质量疗效一致性。因此，企业积极呼吁给予原研地产药同等待遇和权益。

在生产制造方面，优化本土生产制造能力显得尤为迫切。投资建设高标准的生产设施，引入先进的生产技术和管理模式，可以有效提高生产效率和产品质量。发展本

地供应链，减少对进口原材料和零部件的依赖，既能降低成本，又能提升应对市场变化的灵活性。同时，严格执行质量控制标准，确保生产的每一个环节都达到国际水平，提升本土品牌的市场信誉。例如，拜耳围绕本土化生产和供应建立了两个供应中心，其中，启东供应中心是拜耳消费健康在华最大的生产基地，目前拜耳拟计划在江苏启东建立一个新的现代化多功能医药、保健品生产基地，用于固体制剂，液体制剂、半固体制剂和实验室产能建设，预计投资约 6 亿人民币，新工厂将会进一步满足中国市场和海外市场的需求，为本土行业提质发展带来促进作用。

在产品本土化设计方面，需要深入市场调研，了解本土消费者的需求和偏好，根据市场反馈不断调整和优化产品设计，推出符合本地市场需求的创新产品。在产品设计中融入中国文化元素，增强消费者的认同感和品牌忠诚度，也是提升市场竞争力的有效途径。

在品牌建设方面，推动本土品牌的建设是实现本土化的关键。通过本土化的营销策略、多渠道推广，提高品牌知名度和市场占有率。同时，通过科普活动、健康讲座等形式，增强消费者对本土品牌和产品的认知，提升品牌形象。

三、推广消费健康产品在健康管理中的价值应用创新

在整体健康管理解决方案中，轻微疾病管理和自我保健是未来整体健康管理的“第一张网”。然而，轻微疾病概念在中国尚未形成，需要长期倡导推动相关管理体系的建立。在政策倡导方面，当前中国医疗卫生重点关注的仍为重大疾病，在推广轻微疾病自我保健和相关医疗服务方面，可以抓住“普及轻微疾病防治，提升全民健康素养”作为主要的倡导方向。将“健康素养”作为轻微疾病与中国当前医疗卫生服务体系改革和《“健康中国 2030”规划纲要》建设重点工作的结合点，着力开展政策推动工作。

短期工作（1~3 年）

- 明确相关概念、提供指导：建议由学协会牵头，联合全科、急诊等领域的临床专家，形成《轻微疾病防治专家共识》。在《共识》中明确轻微疾病定义和诊断标准，根据标准拟定轻微疾病清单，指导相关宣教和诊疗服务的开展。
- 形成普及手册：推动形成相关病种诊疗科普图文以及《轻微疾病诊疗科普手册》，为公众提供易理解、易传播的轻微疾病诊疗指导，提升居民的自我诊治能力。

- 家庭药箱指导：建议推动药师团体形成《家庭药箱配备与使用指南》，指导公众的轻微疾病自我药疗和保健行为，提升家庭药箱的管理和使用水平。

中期工作（3~5 年）

- 推广健康素养：在一至三线城市推广将轻微疾病的家庭防治纳入健康素养大讲堂的培训讲座主题，并将轻微疾病相关问题列入省《居民健康素养监测调查问卷》，通过多种方式广泛传播轻微疾病防治知识。
- 纳入家庭医生签约服务：在一至三线城市推广将轻微疾病咨询与家庭药箱管理列入地方家庭医生签约服务内容，并试点由药师参与服务，提供更专业的轻微疾病咨询和指导。
- 基层药师培训：建立临床药师对基层药师的培训管理体系，推动地方发文给予药师轻微疾病清单内处方权，提升基层药师的专业水平和服务能力。

长期工作（5 年及以上）

- 义务教育普及：将轻微疾病的自我保健纳入义务教育的体育与健康课本中，帮助学生从小培养健康素养，并通过学生影响家庭，逐步提升全社会的健康意识。
- 执业药师参与服务：在《药师法》中将轻微疾病咨询纳入药师工作，给予药师轻微疾病清单内处方权和相关服务补偿，建立系统的培训和考核体系，确保药师能够提供高质量的轻微疾病诊疗服务。

四、发挥中医药在消费健康中的独特作用

中医药具有独特的理论体系、诊疗方式和文化属性，强调整体观念和辨证论治追求治病求本，进一步扩大中医药文化的传播范围，将其与现代健康理念相结合，通过多种渠道推广中医养生、太极拳、八段锦等保健方法，让民众有更多机会接触和了解传统文化，将中医药文化融入日常生活中。同时，深入挖掘中医药文化资源的内涵，对古典医籍进行梳理和挖掘，推动中医药文化的创造性转化和创新性发展。此外，还应将中医药健康管理服务纳入基本公共卫生服务项目，以更好地满足全民健康需求。

附件六：消费健康行业相关的跨境电商政策及试点

具体而言，关于跨境电商 OTC 相关政策，政策主要设置了两条路径，即发布《跨境电子商务零售进口商品清单》和跨境电商试点政策:

一、白名单

跨境电子商务零售进口商品清单，其中包括以下与药品和医疗器械相关的商品:

- 维生素及其衍生物（维生素 A、B、D、E...）
- 外用非处方药（膏药）
- 中药（中药酒、舒缓药膏）
- 低值易耗品（纱布、绷带.....）

二、跨境电商试点政策

北京和河南已发布跨境电商试点政策，对试点期、试点企业类型、交易平台、适用药品清单、税率等制定定相应规则。

- **北京**试点政策提出以下规则:
  (1) 试点企业：注册在北京市行政区域内、具备企业法人和医疗器械网络交易服务第三方平台资格的企业
  (2) 交易平台：试点企业或其关联公司建立的电商平台交易服务系统（如阿里健康、京东健康）
  (3) 适用药品：列入跨境电商进口正面清单内的药品和医疗器械，需由试点企业申请并提交备案审核
- **河南**试点政策提出以下规则:
  (1) 试点企业类型：跨境电子商务平台企业、跨境电子商务企业及其境内代理人

(2) 交易平台：按照“三平台一中心”的模式开展运营，即药品交易网、特殊监管区域平台、地方药品试点外综服平台、处方审核和流转中心

(3) 适用药品：已取得中国境内上市许可的 13 个非处方药（不在跨境电商正面清单范围中）

(4) 税率：零关税，进口增值税和消费税为 70%

试点成果：目前，北京及河南跨境电商试点均取得了优秀的成果，其中北京的跨境电商在 2023 年进出口额同比增加 15%。此外，河南已获批郑州、洛阳、南阳、许昌、焦作 5 个跨境电商综合试验区，跨境电商进出口额从 2015 年的 384 亿元，增长到 2023 年的 2371 亿元，年均增长 25%以上。

PREFACE

The Chinese government places great importance on the consumer health industry, elevating the objective of building a healthy nation to a national strategic level. In recent years, the Communist Party of China (CPC) Central Committee and the State Council have successively introduced a series of policies, including the *"Healthy China 2030" initiative*, the *National Nutrition Plan (2017-2030)*, and the *Opinions of the General Office of the State Council on Promoting the Development of the Silver Economy to Enhance the Well-Being of the Elderly*. These policies have significantly bolstered public health awareness and spurred the growth of the health industry. In the future, China will continue to increase its investment in the healthcare sector, delivering more targeted support for the development of Internet medical and health care, health management, and health education, thereby safeguarding Chinese consumers' healthy life.

The Third Plenary Session of the 20th CPC Central Committee has outlined comprehensive strategies to further deepen reforms and promote Chinese modernization. The session emphasized the importance of actively expanding domestic demand, harnessing the advantages of the mega-sized market, and amplifying the interplay between domestic and international markets and resources. China is dedicated to using high-standard opening up to generate high-quality development. By refining the institutions and mechanisms for high-standard opening up, constructing a new framework for an open economy, creating new consumption channels, and fostering new drivers of international trade, it forms Chinese eormous market into enormous opportunity for the world. With the continuous rise in residents income level and the progressive aging of society, China's consumer health industry has been experiencing rapid development, with an expansive market, diversified demand, and

substantial growth potential, positioning it as a crucial segment of the broader Chinese market and a significant global opportunity.

The Investment Promotion Agency of the Ministry of Commerce (CIPA) has directed its focus towards the consumer health industry in China. The report is jointly released by CIPA, local departments of commerce, industrial parks, Fortune 500 companies, financial institutions, and professional consulting firms. It systematically organizes and interprets policy documents, analyzes industry data, and incorporates insights from interviews with industry experts and leading enterprises. It delves into the current state of the industry, examines development trends, identifies opportunities and challenges, and provides a forward-looking perspective on future growth. The obeject of this report is to facilitate a deeper understanding of the development situation of China's consumer health industry, offering valuable insights and references for local governments, industrial clusters, domestic and international enterprises, and related practitioners.

The Research Group

OVERVIEW OF THE LIFE AND HEALTH INDUSTRY CROSS-BORDER COOPERATION WORKING COMMITTEE

With the deepening of economic globalization, countries around the world are strengthening their efforts in investment promotion and attaching more importance to specialization and effectiveness. It is essential to promote investment from the perspective of the industry to meet the need for corporate development. The Biomedicine industry is a field of great importance to different countries, and also a strategic emerging industry strongly supported by the Chinese government. Under the principles of "being pragmatic, professional, scientific, and efficient", the Life and Health Industry Cross-border Cooperation Working Committee was founded (hereinafter referred to as the Committee) by CIPA, which aims to build a public service platform, effectively gather various advantageous resources, advance win-win investment cooperation among domestic and foreign biomedicine life and health enterprises, industrial parks, and other relevant parties.

Focusing on key areas such as biomedicine, medical devices, digital healthcare, nursing services, traditional Chinese medicine (TCM), biotechnology, gene technology, brain science, and health food, the Committee establishes the Life and Health Industry Cross-border Cooperation Platform thus to provide in-depth services to local governments, industrial parks, various enterprises, research institutions, industry organizations, and others, and work on strengthening communication between the government and enterprises, aggregating high-quality resources, promoting cooperation among all parties, addressing common issues, and promoting the industry's open development.

In 2024, the CIPA spearheaded the establishment of the Consumer Health Working Group (hereinafter referred to as the "Working Group") under the Life and Health Industry Cross-

border Cooperation Working Committee and held the first meeting, which was attended by over 10 leading domestic and international industry enterprises. The Working Group's obejctive is to gain an in-depth understanding of industry needs, consolidate various advantageous resources, and construct a public service platform. Additionally, it seeks to deepen research and exploration within the consumer health industry, foster collaborative development, and promote innovative cooperation among all industry parties, ultimately achieving mutually beneficial outcomes for all parties involved.

CONTENT

FIGURE CATALOGUE

Chapter 1: Current Development Status of the Consumer Health Industry in China

1. Adaptive Emergence: Dual Drive of Policy and Market

(1) Top-Down Approach: Policy Benefits Driving Industry Development

From July 15 to 18, 2024, the Third Plenary Session of the 20th CPC Central Committee was held in Beijing. The plenary session reviewed and approved the *Resolution of the Central Committee of the Communist Party of China on Further Deepening Reform Comprehensively to Advance Chinese Modernization*, and made comprehensive arrangements for further deepening reform and advancing Chinese modernization. In terms of health service provision, the plenary session explicitly proposed the task of accelerating the construction of a tiered diagnosis and treatment system, significantly strengthening community-level medical and health services, and increasing the demand for consumer health products from community-level medical institutions. It also promoted the management of ailments and self-care as the "first line of defense" in the tiered diagnosis and treatment system, which is conducive to further popularizing the use of consumer health products. Additionally, the session emphasized the need to improve the mechanisms for the preservation and innovative development of traditional Chinese medicine (TCM), promoting the innovation of TCM health products to meet the growing consumer demands. In terms of industrial development, the plenary session explicitly proposed to deepen the reform of the foreign investment promotion system and mechanism, ensure the national treatments for foreign-funded enterprises in the consumer health industry, support their participation in upstream and downstream industrial chain collaboration, and promote the development of cross-border e-commerce. It also emphasized the need to further reduce environmental impacts, improve policy and governance systems,

promote comprehensive development across environmental, social, and governance (ESG) aspects, and ensure the sustainable development of the consumer health industry.

On August 3, 2024, the State Council issued the *Opinions of the State Council on Promoting High-Quality Development of Service Consumption*, which clearly proposed enhancing the level of consumer health services, advancing innovation in medical and health services, and called for deepening the reform of the medical and healthcare system, promoting the optimization of medical resource allocation, and strengthening the supply capacity of pharmaceutical products and services. The *Opinions* advocated for the digital transformation of the health service sector by fostering new models such as "Internet+Healthcare". Besides, the *Opinions* encouraged enterprises to innovate consumer health products and service models, urging enterprises in the consumer health industry to expedite technological advancements, enhance the precision and efficiency of service delivery, and provide higher-quality health services to consumers.

Additionally, on January 15, 2024, the State Council issued the *Opinions of the General Office of the State Council on Promoting the Development of the Silver Economy to Enhance the Well-Being of the Elderly*, which emphasized the elderly demographic, dvocated for the enhancement of the elderly health service system, and encouraged the development of consumer health products to meet the needs of the elderly. The *Opinions* clearly required the promotion of integrated medical and elderly care services, and the acceleration of the development of the elderly health service industry. This opens up new market space for the consumer health industry, particularly in the areas of elderly health management, chronic disease prevention and control, and rehabilitation care.

In addition to the newly introduced policies mentioned above, since the *13th Five-Year Plan*, the Central Committee of the CPC and the State Council have successively issued a series of national policies and documents, such as the *"Healthy China 2030" initiative* and the *National Nutrition Plan (2017-2030)*, which have consistently placed the construction of a powerful country in health at a height of national strategy. This reflects the Chinese government's high regard for the consumer health industry (Figure 1), indicating that the industry is set to experience comprehensive development.

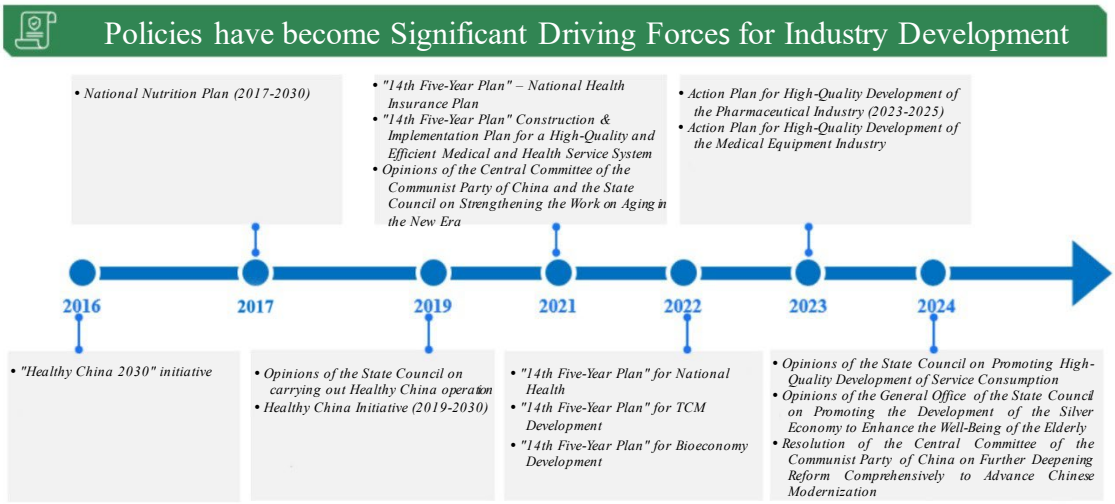


Figure 1: Policy Evolution in the Consumer Health Industry
Sources: Desk Research, Arthur D. Little Analysis

High-quality development is the top task of building China into a modern socialist country in all respects. Opening up is a defining feature of Chinese modernization. The Third Plenary Session of the 20th CPC Central Committee outlined system plans for refining the institutions and mechanisms for high-standard opening up, clearly proposing to promote reform through opening up, and developing new institutions for a higher-standard open economy. In the commercial sector, China's consumption scale continues to expand. It has remained the world's largest trader in goods for seven years running and its trade in services is among the top in the world. The country's status as a major player in bilateral investment is increasingly solidified. In the face of an unusually complex international environment and the challenging tasks of advancing reform at home and development and ensuring stability at home, MOFCOM fully implements the decisions and plans of the Party Central Committee and fully and faithfully applies the new development philosophy on all fronts. It promotes high-quality commercial development, serves the establishment of a new development pattern, and provides strong impetus and institutional support for Chinese modernization.

The Chinese modernization is the largest and most challenging modernization in human history, requiring working to increase effective domestic demand, harnessing the advantages of the mega-sized market, and amplifying the interplay between domestic and international markets and resources. Commercial efforts should use high-standard opening up to generate

high-quality development and constantly consolidate the material foundation for Chinese modernization. This requires creating new consumption channels, fostering new drivers of foreign trade, advancing the "Invest in China" brand, and making the Chinese market a "strong magnetic field" for global innovation activities. Therefore, achieving new developments in residents consumption, adding new growth drivers to foreign trade, making new strides in utilizing foreign investment, and achieving new breakthroughs in international economic and trade cooperation have always been the primary tasks and key focus areas of MOFCOM. Since the beginning of this year, commerce has remained stable with progress, making a positive contribution to the development of the national economy: In the first half of the year, consumption maintained steady growth, with the total retail sales of consumer goods reaching RMB 23.6 trillion, an increase of 3.7%.

In order to stimulate the vitality of the consumer health industry and promote the standardized development of the drug circulation industry, MOFCOM has issued a series of policy documents. These documents provided strong policy support for the high-quality development of the consumer health industry, laying a solid foundation.

Promoting Reform through Opening Up: Establishing a High-Level Economic System — Guided by the directives of the Third Plenary Session of the 20th CPC Central Committee, MOFCOM underscored the significance of deepening reform and opening up, and refining the institutions and mechanisms for high-standard opening. Wang Wentao, Secretary of the Party Leadership Group and MOFCOM, underscored the necessity for MOFCOM to uphold the banner of reform and opening up, providing strong impetus and institutional support for Chinese modernization. MOFCOM must remain committed to promoting reform through opening up, ensuring that reform and opening up are able to support, complement, and mutually reinforce each other. Effective reforms create an environment conducive to greater openness and broader opportunities. Conversely, increased openness generates a stronger impetus for further reforms, thereby enhancing the overall effectiveness of reform initiatives. The consumer health industry in China is presently encountering substantial growth opportunities. Higher-standard opening up facilitates better alignment with international high standards, encourages proactive self-development, and further relaxes market access regulations. It is

important to keep working to delegate power and promoting international cooperation and exchange, turning China's enormous market into enormous opportunities for the world.

Promoting Consumption to Boost Domestic Demand: Achieving High-Quality Consumption Development ——Consumption serves as a powerful engine for economic growth. MOFCOM is dedicated to reinforcing the foundational role of consumption in economic development, thereby driving economic policies that deliver real benefits to the people to their satisfaction. In 2021, the *Notice by MOFCOM of Further Fulfilling the Key Tasks of Promoting Consumption in the Current Commercial Sector* was released, explicitly detailing the necessity to develop new models, new business types, and new scenarios. It emphasized the promotion of online consumption and the expansion of import consumption. It also specified that by implementing measures such as optimizing the consumption environment, enhancing consumer protection, innovating consumption models, and bolstering consumers' confidence and willingness. This year, commercial efforts will remain concentrated on the "three important" positions, aiming to foster new areas of consumption growth such as service consumption and health consumption, thereby promoting high-quality development of consumption.

Promoting Industry Upgrades with a Comprehensive System: Meeting the Needs of People's Health——The drug circulation is a crucial component of the national medical and health services, as well as the life and health industry, which is a critical sector that directly impacts people's health and safety of the people. In the field of drug circulation, MOFCOM has released the *Guiding Opinions on Promoting High-Quality Development of the Drug Circulation Industry during the 14th Five-Year Plan Period*. The *Opinions* sought to implement the decisions and strategies outlined by the CPC Central Committee and the State Council regarding the deepening of medical and health system reforms and the execution of the Healthy China Initiative. The primary objective is to comprehensively elevate the modernization of drug circulation and foster the industry's high-quality development. The *Opinions* proposed specific measures to expedite the development of logistics networks, foster models and business types, and actively engage in international exchanges and cooperation. These measures are designed to enhance the service capacity of drug circulation for public welfare,

improve the safety, accessibility, and convenience of drug supply, and deliver a stronger sense of fulfillment, happiness, and security for our people. This will play a crucial supporting role in serving the healthcare industry and addressing the needs of people's health.

(2) Bottom-Up Approach: Supply and Demand Driving Industry Growth Together

On the one hand, consumers' awareness and emphasis on health are continuously increasing, driving the robust development of the consumer health industry in China. On the other hand, enterprises within the consumer health industry have recognized shifts in demand and have proactively ramped up investments in product innovation and marketing. Under the combined influence of supply and demand dynamics, the consumer health industry continues to expand (Figure 2).

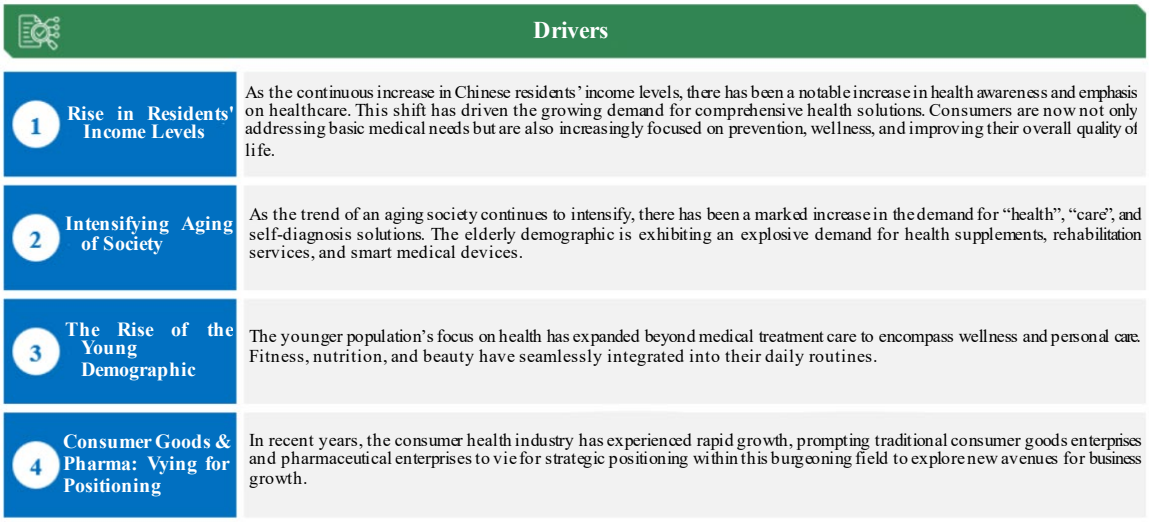


Figure 2: Drivers of the Consumer Health Industry

Sources: Desk Research, Arthur D. Little Analysis

(3) Rise in Residents' Income Levels

As the income levels of Chinese residents continue to rise, there has been a notable increase in health awareness and emphasis on healthcare. This shift is driving the growing demand for comprehensive health solutions. Consumers are now not only addressing basic medical needs but are also increasingly focused on prevention, wellness, and improving their overall quality of life. This new consumer mindset has spurred the diversification and

upgrading of the health market, creating a broad market space for various health products and services.

(4) Intensifying Aging of Society

As the trend of an aging society continues to intensify, there has been a marked increase in the demand for "health", "care", and self-diagnosis solutions. The elderly demographic is exhibiting an explosive demand for health supplements, rehabilitation services, self-diagnosis, and smart medical devices. This trend is propelling the consumer health market towards increasingly personalized and segmented development. Additionally, the elderly population is increasingly focused on not only extending their lifespan but also enhancing their quality of life, encompassing physical mobility, memory, and cognitive health. Consequently, the market potential for health products and services is progressively expanding.

(5) The Rise of the Young Demographic

The younger demographic is increasingly prioritizing fitness, balanced nutrition, and personal appearance care. This shift has catalyzed the rapid growth of niche segments within the consumer health industry, including dietary supplements and personal care products. Young consumers are redefining the diverse landscape of consumer health in the modern era.

(6) Consumer Goods & Pharma: Vying for Positioning

In recent years, the consumer health industry has experienced continuous growth in demand, prompting traditional consumer goods enterprises and pharmaceutical enterprises to vie for strategic positioning within this burgeoning field to explore new avenues for business growth. Consumer goods enterprises, capitalizing on their extensive expertise in consumer insights, brand development and management, and retail channels, are actively penetrating the consumer health industry by expanding their product lines to include functional health products. Concurrently, pharmaceutical enterprises are confronting the challenge of a progressively saturating prescription drug market. These enterprises are increasingly recognizing consumer health as a critical element of their full life cycle health business strategy. Drawing on their substantial experience in specific product efficacy research, evidence-based medical research

certification, and highly compliant pharmaceutical market operations, pharmaceutical enterprises are swiftly entering the consumer health market. They are rapidly entering the consumer health market and securing a competitive edge by leveraging their extensive pharmaceutical distribution channels (including retail pharmacies and hospitals) (Figure 3).

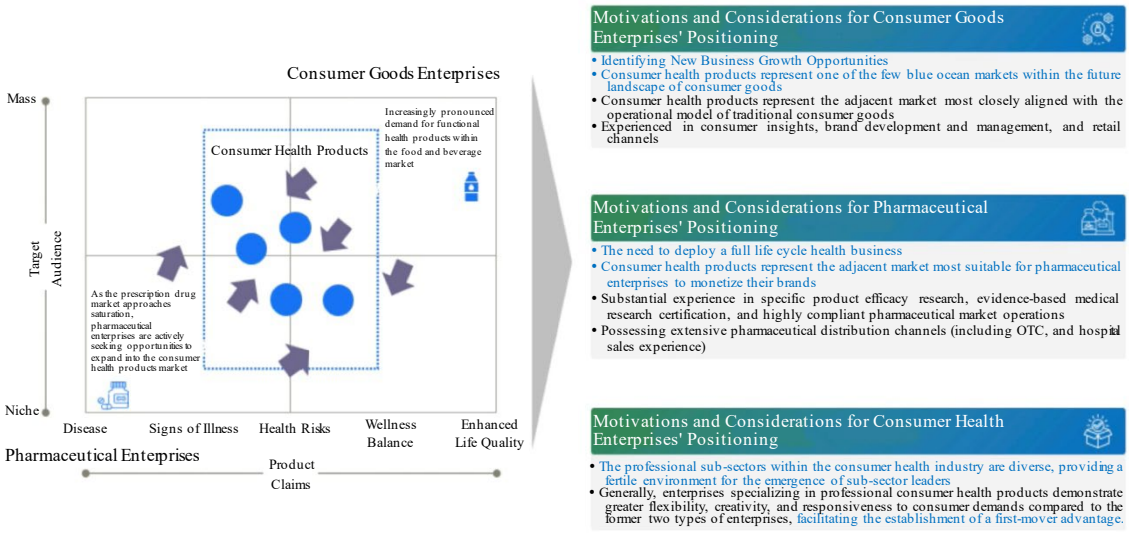
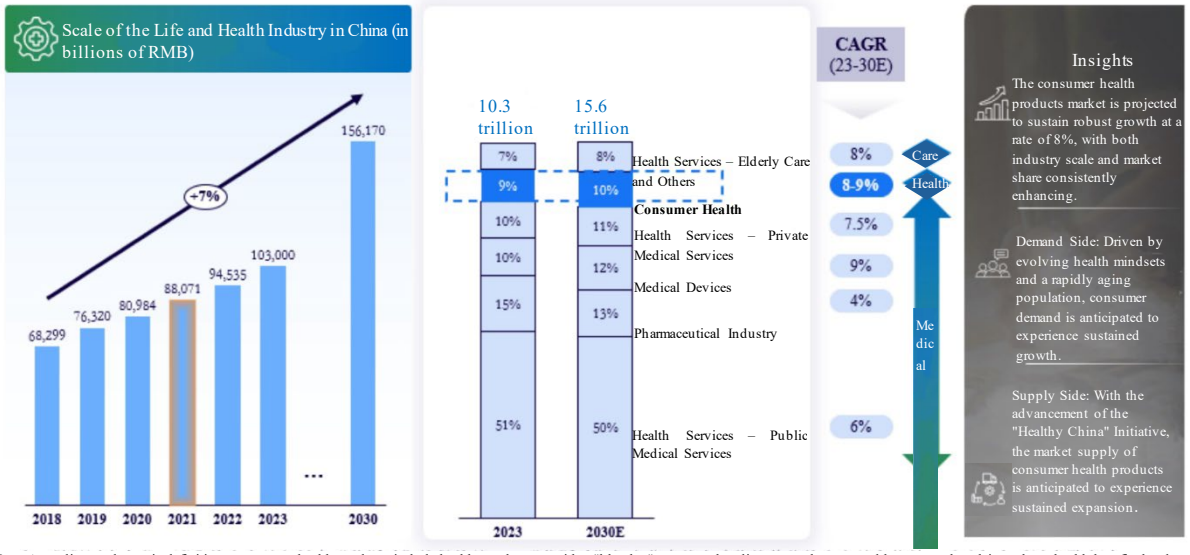


Figure 3: Positioning of Consumer Goods & Pharma Enterprises
Sources: Desk Research, Arthur D. Little Analysis

In summary, driven by multiple factors such as the rise in residents' income levels, the progressive aging of society, the rise of younger demographics, and the competitive positioning of enterprises, China's consumer health market is experiencing robust growth, calling for more innovative and differentiated products and services. Looking ahead, as the public's understanding of health management continues to deepen, China's consumer health industry will encounter more abundant and diverse development opportunities.

2. Accelerated Growth: Steadily Entering the Fast Lane of Growth

At the macro level, the combined push from both supply and demand sides has propelled the rapid expansion of China's life and health industry, which has grown from RMB 6.83 trillion in 2018 to RMB 10.03 trillion in 2023, reflecting a compound annual growth rate of 7%. Projections indicate that the industry will reach a scale of RMB 16 trillion by 2030 (Figure 4).



Note: According to domestic definitions, consumer health products include health supplements with a "blue hat" pattern, other dietary supplements and beverages that claim to have health benefits but do not have the "blue hat " pattern, and certain personal health devices that do not require registration as medical devices.

Figure 4: Overview of the Life and Health Industry in China

Sources: Desk Research, Arthur D. Little Analysis

As a crucial component of the broader life and health industry, the consumer health industry in China is rapidly developing and is expected to enter a golden period of growth in the near future. The scale of China's consumer health market has grown from approximately RMB 660.3 billion in 2018 to about RMB 931.4 billion in 2023, with an average annual growth rate of 7% (Figure 5). The industry primarily encompasses four major segments: OTC (over-the-counter), health supplements, personal care products, and medical nutrition products.

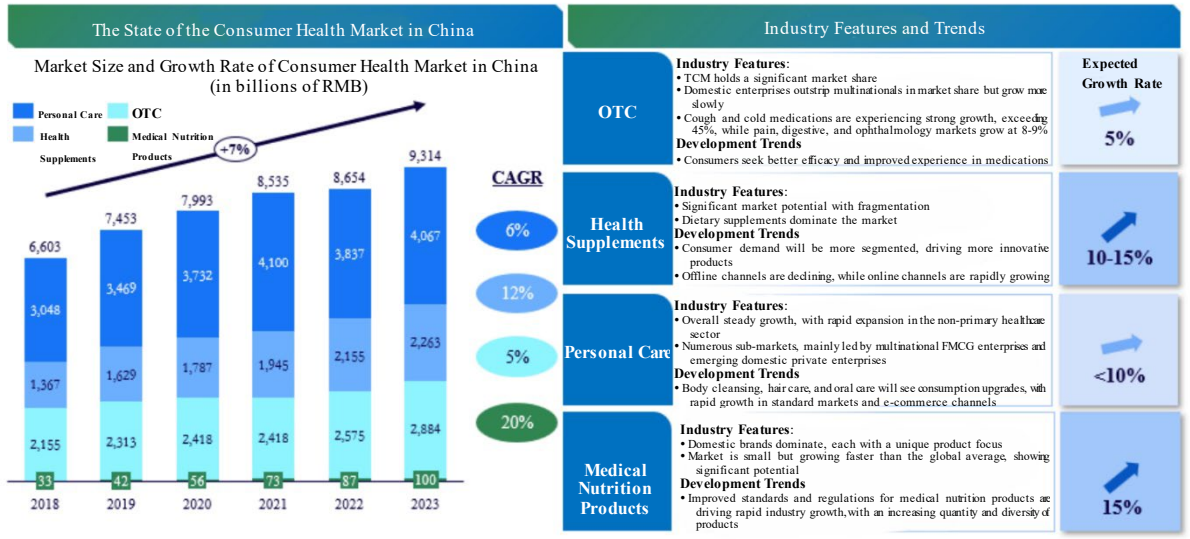


Figure 5: Overview of the Consumer Health Market in China

Sources: Desk Research, Arthur D. Little Analysis

3. Diverse Expansion: Delivering Holistic Health Value

The consumer health industry in China is composed of OTC, health supplements, personal care, and medical nutrition products, forming an integrated health management system. These four segments complement each other, covering medical and health care, daily health maintenance, disease prevention, post-treatment rehabilitation, external appearance care, and specialized nutritional support. Together, they establish a cohesive "medical-health-care" management continuum. It has satisfied a diverse array of consumers' needs, ranging from healthcare and health maintenance to beauty care. In the future, as health mindsets deepen and technological innovations persist, this "medical-health-care" health management model is poised for more extensive and profound development.

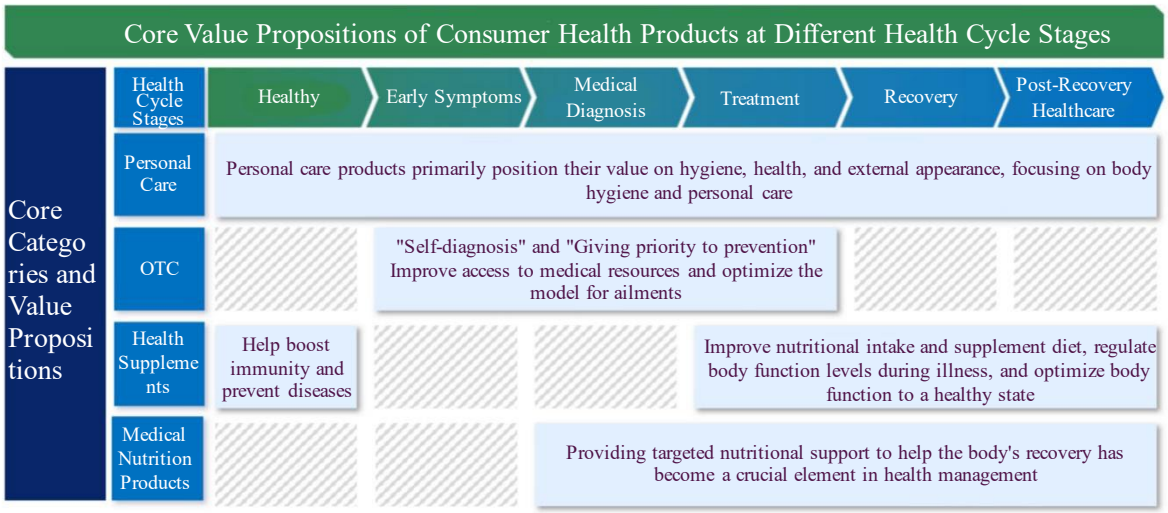


Figure 6: Core Value Propositions of Consumer Health Products at Different Health Cycle Stages
Sources: Desk Research, Arthur D. Little Analysis

(1) OTC (Over-the-Counter): The Foundation of Self-Diagnosis and the Frontline of Ailment Management

Consumers frequently encounter various ailments in their daily lives. These typically refer to health issues that are mild in symptoms, short in duration, and have a minor impact on the body (such as common colds, mild coughs, slight headaches, minor stomach discomfort, or mild skin allergies). OTC medications, characterized by their availability without a prescription, have emerged as the preferred solution for addressing these health concerns. According to

research conducted by the National Bureau of Statistics, the proportion of the population aged 65 and above has been continuously increasing in recent years and is expected to reach approximately 27.9% by 2050. Currently, nearly 60% of the elderly population in the age group of 65 and above use OTC medications for self-medication. On average, each elderly individual is prescribed more than 12 medications annually, with an average of 21 OTC medications per prescription. Convenient and targeted medical guidance can more effectively meet patients' needs, enhance satisfaction, and deliver more cost-efficient and professional healthcare services. Simultaneously, OTC medications have enhanced both the accessibility and sense of fulfillment for patients with ailments regarding service provision. Community-based ailment management services allow patients to receive professional diagnoses and treatment promptly at locations near their homes, without disrupting their daily routines or work commitments. For instance, research conducted in the United Kingdom revealed that ailment management services enabled patients to save both time and costs on medical consultation. This, in turn, significantly enhanced the accessibility and satisfaction of medical services for low-income groups.

For healthcare service providers, the value of OTC products extends beyond merely addressing disease-related issues. It also underscores the importance of individuals taking a proactive approach to managing their own health, which has fostered a "self-diagnosis" and "giving priority to prevention" medical mindset. The classification management system for prescription and OTC medications is a globally recognized pharmaceutical management system. As early as 1998, the World Health Organization introduced the concept of self-medication, defined as "the selection and use of medicines by individuals to treat self-recognized illnesses or symptoms". By explicitly delineating the scope and management pathways for ailments, healthcare resources can be allocated more efficiently, reducing the burden on medical personnel and saving overall healthcare costs. For instance, in the United States, it is estimated that the safe and appropriate use of OTC medications can reduce doctor visits by approximately 10%. According to a survey by the U.S. Consumer Healthcare Products Association, millions of Americans utilize OTC medications for self-treatment. This practice

generates an annual value of USD 146 billion for the U.S. healthcare system, with every dollar spent on OTC medications saving the system 7 dollars.

(2) Health Supplements: Comprehensive Protection for Health Maintenance

The core value proposition of health supplements is to provide holistic health maintenance, encompassing the enhancement of immunity, improvement of physiological functions, and delay of the aging process. Through dietary supplements and the regulation of physiological functions, health supplements not only target disease treatment but also prioritize the overall enhancement of health. For example, protein supplements are designed to support muscle health, while TCM herbal health supplements embody the TCM philosophy of holistic life care. These products constitute a comprehensive health management system that caters to a broad spectrum of needs and varying health requirements. The value proposition of health supplements centers on prioritizing prevention over treatment. By promoting adjustments in lifestyle and nutritional intake, they provide a healthier and more proactive approach to well-being.

(3) Personal Care: Catering to Hygiene and External Appearance Needs

Personal care products are predominantly centered on hygiene, health, and external appearance, with a particular emphasis on body hygiene and personal care. Shampoo and hair care products prioritize hair cleansing and maintenance, alongside benefits such as anti-hair loss, anti-breakage, and dandruff removal. Oral care products encompass toothpaste, toothbrushes, mouthwash, and similar items, focusing on oral hygiene, health, and aesthetics. Skincare products offer a diverse range of items with functionalities including sun protection, spot removal, moisturizing, repairing, nourishing, and firming. Personal hygiene products, such as body wash, soap, and sanitary napkins, emphasize body cleanliness and comfort. These products are meticulously designed to cater to the dual demands of modern consumers for health and hygiene. They not only enhance the daily care experience but also foster confidence and a positive outlook on life. Research indicates a strong correlation between external appearance and mental health. An appealing external appearance can significantly boost an

individual's confidence and positively influence social and professional interactions, thereby enhancing overall health outcomes.

Simultaneously, technological advancements have spurred innovation within the personal care products. Notable examples include anti-aging skincare products formulated with active ingredients, high-efficiency smart toothbrushes, and eco-friendly shampoo and conditioner offerings. These innovations have significantly enhanced both the functionality and user experience of personal care products.

(4) Medical Nutrition Products: A Crucial Pillar of Clinical Nutritional Support

Medical nutrition products play an irreplaceable role in health management. Nutritional therapy has been clinically validated as a first-line treatment for numerous diseases. Medical nutrition products are instrumental in enhancing clinical treatment outcomes, promoting recovery, reducing hospital stays, and improving patients' quality of life. This is particularly crucial for special populations unable to obtain adequate nutrition through regular diets, such as infants, patients with chronic diseases, and individuals recovering postoperatively. The advancement of medical nutrition products also contributes to alleviate economic pressures. Based on extensive big data research from the United States and the Netherlands, coupled with data from the National Bureau of Statistics and other reputable sources, nutritional interventions via medical nutrition products can, on average, reduce medical and health care-related expenses by approximately 22%, shorten hospital stays by around 21%, decrease clinical complications by about 60%, and enhance patient survival rates by approximately 62%. According to the data from *Present Status and Problem of Clinical Nutriology in China*, approximately 160 million hospitalized patients in China (accounting for about 65%) require clinical nutrition support. However, 110 million of these patients (roughly 70%) have not received effective nutritional support. This highlights a significant underutilization of medical nutrition products in China, indicating that consumer demand has not been adequately addressed.

Furthermore, national policies have also vigorously promoted the standardized application and research and development (R&D) of medical nutrition products, issuing several policies

including the *Measures for the Administration of the Registration of Formula Food for Special Medical Use* and the *National Nutrition Plan (2017-2030)*. With the population aging and the prevalence rate of chronic diseases, the significance of medical nutrition products in addressing nutrition-related issues has become increasingly prominent, becoming a key means of managing an aging society and chronic diseases.

4. Innovative Advance: Catering to Personalized Consumer Needs

The dynamic trends in demands and preferences within the consumer health industry are characterized by diversification, digitalization, and personalization. By understanding and adapting to these trends, enterprises can better meet market demands and provide innovative products and services that align with consumer expectations. The utilization of digital tools, provision of comprehensive solutions, innovation in OTC medications and health supplements, as well as innovative marketing methods, will become important factors in shaping the future landscape of the consumer health market.

(1) Trends Leading Consumer Demand and Preferences

Consumer health demands and preferences are constantly evolving, profoundly influenced by changes in social trends. For example, driven by the *"Healthy China 2030" initiative*, consumers' demand for comprehensive management in the mode of health development has significantly increased. This trend is driving consumer demand for health management to evolve beyond individual products or services, increasingly favoring comprehensive solutions. These solutions encompass health management tools that integrate various aspects, such as nutritional guidance, personalized exercise programs, and mental health services. Providing comprehensive health management solutions has emerged as a significant market trend, drawing an increasing number of consumers.

(2) Use of Digital Tools

The widespread application of digital tools in the health sector has become a new favorite among consumers. Health apps, smart wristbands, smart scales, and other tools help consumers better understand their health status by monitoring and recording individual

physiological indicators. Health management services, smart health devices, and online health consultations are also rapidly emerging, catering to the diverse needs of consumers at different levels. Technological advancements have made personalized health management possible. The widespread application of technologies such as big data, artificial intelligence, and the Internet of Things in health data collection, analysis, and application has made personalized health management a reality. This trend has driven consumers to pay more attention to the collection and analysis of health data, leading to the formation of personalized health management plans.

(3) Innovative Demand for OTC Medications and Health Supplements

Consumers have increasingly innovative demands regarding the dosage forms and primary functions when choosing OTC and supplements. For example, OTC medications in forms such as orally dissolving tablets, oral liquids (including oral drops suitable for young children), and fast-dissolving tablets are more popular, while health supplements place greater emphasis on innovation to achieve specific effects, such as anti-oxidation and immune regulation. Consumers' pursuit of innovation has driven the emergence of more new products in the market.

(4) Innovation in Marketing Methods

With the advent of the digital age, marketing methods are also undergoing transformation. Social media, online health communities, and other platforms have become important channels for promoting health products and services. Consumers are increasingly inclined to obtain health information through social media, with personalized and engaging content emerging as crucial for capturing their attention. Brands and enterprises must prioritize emotional and interactive marketing strategies to more effectively satisfy consumers' needs and preferences. Moreover, as the target audience for products will diversify in the future, consumers of different age groups will have varying demands for health products and services. Digital marketing enables brands to develop targeted products and marketing strategies for children, adolescents, adults, and the elderly, ensuring that each demographic can access solutions tailored to their specific needs. Digital marketing serves as a crucial avenue for achieving brand-building

objectives. By utilizing technologies such as big data and artificial intelligence, enterprises can execute precise marketing strategies and offer personalized services, thereby amplifying the brand's market influence. Digital marketing can significantly enhance the efficiency and effectiveness of marketing initiatives by precisely targeting consumers. For instance, by adopting advanced digital tools, artificial intelligence, and electronic health records (EHRs), the accuracy and impact of marketing campaigns can be substantially improved.

5. Enhanced Supervision: Ensuring Stability of Industrial Growth

(1) Overall Improvement in Supervision Quality: Comprehensive Strengthening of Regulation Throughout the Entire Value Chain

In China, the introduction, registration, and market access of new products are key drivers of industry innovation and development, particularly in the areas of OTC medications, health supplements, personal care items, and medical nutrition products. Firstly, the intensification of regulatory measures is clearly evident in the registration and access approval processes for products. For example, in the supervision of consumer health product access, distinct products' categories and scopes are assigned specific approval numbers and regulatory authorities (Table 1). Meanwhile, market access methods have become more flexible and innovative. For instance, the *Detailed Rules for Technical Evaluation of New Functions and Products of Dietary Supplements (Trial)* allows new functional dietary supplements to be registered and marketed prior to the completion of a full evaluation, significantly shortening the time from R&D to market launch. Secondly, regulatory standards are being continuously updated and enhanced, covering various aspects such as product registration, production process control, and labeling. Finally, the digitalization process of access supervision is advancing, strengthening product traceability management through information technology, and promoting regulatory transparency and efficiency. To ensure market order and protect consumers' rights, regulatory authorities have implemented strict controls over market access, production, distribution, and advertising processes.

Supervision situation for Market Access of Consumer Health Products

Category	Scope	Approval No.	Approval Type	Regulatory Authorities
OTC	Pharmaceuticals	GYZZ (National Drug Approval No.)	Registration	National Medical Products Administration
Health Supplements	Health Supplements	GSJZ (National Health Food Approval No.)	Registration or Recordation*	China Food and Drug Administration
Personal Care Products	Medical Dressings	Xie Tzu No. (Medical Device Registration No.)	Registration	National Medical Products Administration
	Hygiene and Disinfection Supplies	Xiao Tzu No. (Disinfectant Registration No.)	Registration	Provincial or municipal health departments
	Daily Chemical Industry Products	GZTZ (National Special Cosmetics No.)	Registration	National Medical Products Administration
	Special-Use Cosmetics	Zhuang Tzu No. (Cosmetic Registration No.)	Recordation	National Medical Products Administration or local Medical Products Administration departments
Medical Nutrition Products	Enteral Nutrition Preparations	GYZZ (National Drug Approval No.)	Registration	National Medical Products Administration
	Foods for Special Medical Purposes	Te Shi Tzu No. (Special Food Registration No.)	Registration	State Administration for Market Regulation

The production and import of the following products require registration of dietary supplements: (1) Dietary supplements that use ingredients not listed in the dietary supplements raw material catalog (hereinafter referred to as non-catalog ingredients); (2) Dietary supplements that are imported for the first time (excluding dietary supplements that are supplements of vitamins, minerals, and other nutrients). The production and import of the following dietary supplements require recordation in accordance with the law: (1) Dietary supplements that use ingredients already listed in the dietary supplements raw material catalog; (2) Dietary supplements that are imported for the first time and are supplements of vitamins, minerals, and other nutrients.

Table 1: Regulatory Landscape for Market Access of Consumer Health Products

Sources: Desk Research, Arthur D. Little Analysis

(2) Regulation of Cross-Border E-Commerce is Gradually Improving

In addition to conventional domestic channels, cross-border e-commerce retail imports have emerged as a significant supplementary channel. Consequently, regulatory standards for cross-border e-commerce channels have become increasingly significant in driving industry optimization and enhancing quality. Since 2012, the Chinese government has continuously adjusted and formulated policies to promote the standardized development of cross-border e-commerce. In 2021, China further expanded the pilot scope of cross-border e-commerce retail imports, covering all free trade zones and bonded areas, providing broader space for the

development of cross-border e-commerce. The signing of the Regional Comprehensive Economic Partnership (RCEP) has also created new opportunities for cross-border e-commerce trade, further promoting the cross-border e-commerce business in the consumer health market. Currently, cross-border e-commerce has entered a stable development phase. Cross-border e-commerce platforms are continuously improving their supply chain management and service quality, becoming an important channel for consumer health products to enter the Chinese market.

In terms of regulation of entities, market regulatory departments supervise the domestic market entities in accordance with the law, focusing on the following four aspects:

- Platform operators are mandated to establish comprehensive information disclosure systems. This includes making relevant service agreements and transaction rules publicly accessible, ensuring the storage of pertinent transaction information, and fulfilling reporting obligations to the relevant regulatory departments as stipulated by regulations;
- Platforms are urged to rigorously verify the entry qualifications of enterprises. This encompasses implementing verifications for domestic service providers and domestic agent enterprises, as well as adhering to approval requirements for the qualifications of overseas enterprises;
- Cross-border e-commerce platforms are supervised to ensure they fulfill their obligation of advance compensation. These platforms must establish self-regulation mechanisms to handle consumer disputes and protect consumer rights. Platforms are also expected to actively assist consumers in safeguarding their legitimate rights and interests;
- Cross-border e-commerce platforms are supervised to establish effective network protocol systems. This clearly requires that cross-border e-commerce enterprises provide translations for foreign language content such as company qualifications, product details, and electronic labels, thereby enhancing consumers' awareness and understanding of products.

In terms of regulatory model, China implements a positive list management approach for cross-border e-commerce retail imported goods. Products that meet the conditions outlined in the *List of Imported Goods in Cross-border E-commerce Retail* and are included in the positive list can be purchased through cross-border e-commerce. There are two channels for cross-border e-commerce retail imports. The first is the "imports through bonded online shopping", where products are pre-stored in bonded warehouses within the country. Once consumers place an order, the goods are shipped directly from the bonded warehouse. This method offers higher efficiency and more manageable logistics costs. The second channel is the "imports through direct purchasing", where after consumers place an order, the goods are shipped from overseas, undergo customs clearance, and are then delivered to the consumers. This method generally incurs higher time and cost implications. Overall, consumer health products included in the *List of Imported Goods in Cross-border E-commerce Retail* can be directly shipped from bonded warehouses in both countries. While medications that are not included in the "Positive List" can only be purchased using the "imports through direct purchasing". The current *List of Imported Goods in Cross-border E-commerce Retail (2019 Edition)* includes core categories in the consumer health market, such as vitamins, fish oil, and Coenzyme Q10 products in the health supplement category; multiple low-risk, daily-use categories in the OTC segment such as antipyretic and analgesic, vitamin and mineral supplements, rheumatism and orthopedic trauma, digestive and liver protection, and dermatological medications; and common personal care items such as toothpaste, mouthwash, and depilatories. In the future, the *List of Imported Goods in Cross-border E-commerce Retail* will be further refined and adjusted, and its supporting regulatory mechanisms will be optimized. Furthermore, to bolster the growth of cross-border e-commerce, China has established several integrated pilot zones for cross-border e-commerce in cities such as Hangzhou, Shanghai, Guangzhou, and Shenzhen. These zones benefit from preferential policies, streamlined customs clearance procedures, and tax incentives, thereby facilitating the entry of consumer health products into the Chinese market and lowering purchasing costs for consumers.

Chapter 2: Development Trends in China's Consumer Health Industry

Propelled by sustained momentum from supply and demand dynamics and bolstered by supportive policies, China's consumer health industry has entered a stable development phase. With the further optimization of the policy environment, continuous upgrading of consumer demand, ongoing innovation in channel services and technology, and the progressive enhancement of Environmental, Social, and Governance (ESG) factors (Figure 7), the consumer health industry is well-positioned to experience a new wave of growth.

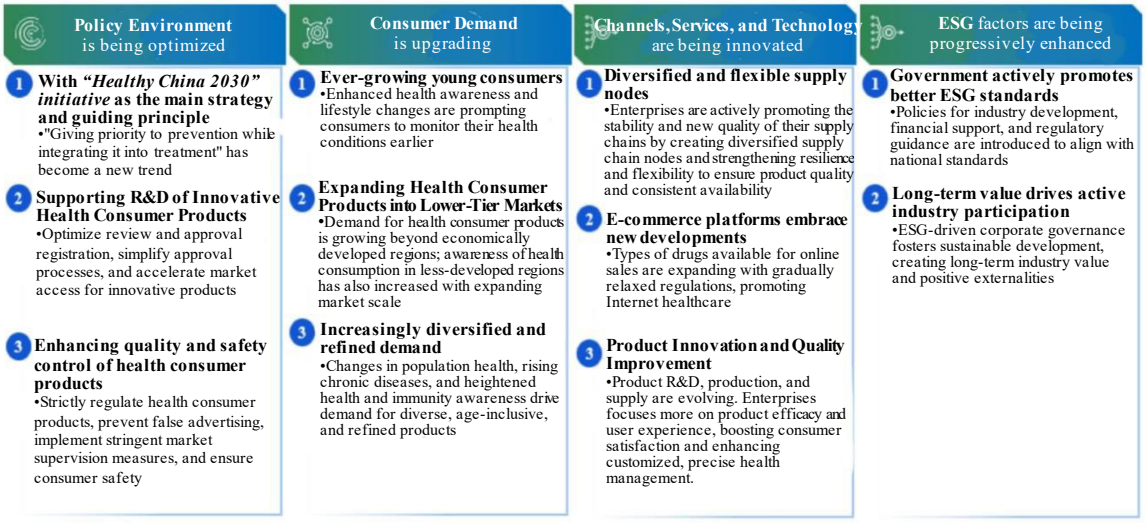


Figure 7: Development Trends in the Consumer Health Industry

Sources: Desk Research, Arthur D. Little Analysis

1. Continuous Optimization of Policy Environment

In recent years, the policy environment of China's consumer health industry has been continuously improved and upgraded. The registration, review, and approval systems have been continuously refined, post-market regulatory policies have been continuously

strengthened, and product quality control and safety supervision have also gradually become stricter.

In terms of industrial upgrading, several measures have been released, including the *Implementation Opinions on Promoting the Innovative Development of Future Industries* and the *Several Measures for Promoting Large-Scale Equipment Renewal and Consumer Goods Trade-In*. These series of policies will effectively promote the development of the consumer health industry, driving the overall industry from extensive management to refined management, and facilitating a more effective alignment between supply and demand.

In terms of access regulation, the government vigorously endorses the R&D, and market introduction of new consumer health products, streamlines the approval process, and expedites the market entry of innovative products. Policies such as the *Administrative Measures for Drug Registration* and the *Measures for the Administration of the Registration and Recordation of Dietary Supplements* have been implemented to incentivize enterprises to innovate, expedite market entry, and enhance product functionalities. Additionally, the definitions of products and regulatory responsible entities have become increasingly specific and clear. For instance, in the personal care segment, the newly revised *Regulations on the Supervision and Administration of Cosmetics*, which came into effect on January 1, 2021, explicitly defined cosmetics as daily chemical industrial products applied to the surface of the human body, such as skin, hair, nails, and lips, through methods like rubbing, spraying, or other similar means, with the purposes of cleaning, protecting, beautifying, and embellishing. As the "fundamental law" of the industry, the *Regulations* has established a series of systems including the registrant and record-filer, new raw material classification management, quality and safety responsible person, safety assessment, and adverse reaction monitoring. The *Regulations* introduced for the first time the concepts of registrants and record-filers, designating them as the responsible entities for production quality and safety. The *Regulations* also clarifyed the definition of efficacy claims and the corresponding documentation requirements.

In terms of quality regulation, the government has strengthened quality control over the consumer health industry to ensure the safety and effectiveness of products. It has issued policy documents such as the *Detailed Rules for New Functions of Dietary Supplements* and the

National Food Safety Standards. These documents strictly regulate the functional claims of dietary supplements to prevent false advertising, implement stringent market supervision measures, and ensure product quality and consumer safety.

2. Continuous Upgrade in Consumer Demand

In recent years, the demand in China's consumer health market has been rapidly changing: Firstly, there is a clear trend towards all-age consumption in consumer health demand. Due to the fast-paced lifestyle and high-pressure work environment associated with urbanization, coupled with an increased focus on boosting immunity and disease prevention during the pandemic, and the younger demographic's susceptibility to urban diseases and chronic illnesses, consumers are beginning to prioritize their health at an earlier age. They are actively purchasing health supplements and utilizing health products aimed at daily nutritional balance, alleviating visual fatigue, and promoting bone and joint health. According to market research conducted by Haleon in early 2024, consumers' attention to eye health, immunity, energy, joint health, and nutritional supplements has significantly increased compared to 2021. Beyond the consumption of dietary and nutritional supplements, consumers are increasingly embracing a holistic approach that includes lifestyle modifications, medical support, healthy eating guidance, and exercise nutrition advice to meet their enhanced demands.

Secondly, consumer health demand is expanding to lower-tier markets, with a notable increase in the demand for health supplements extending beyond first-tier and new first-tier cities. The awareness of health management consumption in less-developed regions has also markedly improved. Relevant research indicates that the number of users from fourth- and fifth-tier cities purchasing dietary supplements online is increasing year by year. This trend suggests that the demand for health-related products is no longer confined to economically developed regions.

3. Continuous Innovation in Channels, Services, and Technology

In terms of the supply chain, China's consumer health industry has undergone significant changes. In recent years, consumer health enterprises have continuously optimized their supply

chain strategies, promoted the stability and new quality of their supply chains, created diversified supply chain nodes, and boosted the resilience and flexibility of these chains to guarantee product quality and availability.

In terms of channels, the development of e-commerce platforms has significantly transformed the supply chain model of the consumer health industry. E-commerce giants such as Tmall, JD.com, and PDD have achieved efficient product delivery and inventory management through advanced logistics networks and intelligent warehousing systems, enhancing the responsiveness and flexibility of the supply chain. In the O2O (Online to Offline, instant retail) pharmaceutical business, regulatory constraints on online pharmaceutical sales are gradually being relaxed. Consequently, the range of drug types available for online purchase is expanding. Capitalizing on the momentum generated by healthcare reform and digital transformation, Internet healthcare is experiencing significant growth. Prominent Internet enterprises like Meituan and JD Health are making substantial strides, while Douyin has introduced a pharmacy category within its local life services. Looking ahead, the O2O pharmaceutical business is poised for a new wave of development opportunities. In addition, the rise of social media e-commerce and live-streaming sales models has enabled enterprises to interact directly with consumers, thereby increasing the responsiveness and flexibility of the supply chain. The agile and swift innovation capabilities of business models, such as O2O and interest-based e-commerce platforms in the Chinese market, have set a good example for other markets. Furthermore, the consumer health industry in China is rapidly innovating and achieving significant iterations, driven by its comprehensive supply chain and expansive domestic consumer market.

In terms of product innovation, in recent years, Chinese consumer health enterprises have been continuously exploring new dosage forms, such as instant dissolving tablets, oral films, and aerosols, to enhance product efficacy and user experience. In addition, personalized nutritional supplements have garnered substantial attention. Through genetic testing and big data analysis, enterprises provide customized nutritional plans for consumers, thereby enhancing the precision of health management and boosting consumer satisfaction. In addition, enterprises are continuing to conduct in-depth research on the unique needs of different

consumer groups. Through product innovation and R&D, they are introducing more targeted products and services.

In terms of technology-driven advancements, the application of genomics has made genetic testing and personalized consumer health product guidance possible, enabling consumers to select health supplements and adopt lifestyles that are more tailored to their individual needs. Telemedicine and online consultations facilitate consumers in obtaining medical advice and health management services, enhancing the convenience and accessibility of health management, and supporting the expansion of the consumer health industry into lower-tier markets.

4. Gradually Enhanced ESG Factors

Since the United Nations Global Compact first introduced the concept of ESG in 2004, ESG has developed for nearly 20 years and garnered widespread recognition from the international community. In 2020, during the 75th session of the United Nations General Assembly, President Xi Jinping proposed China's "dual carbon" goals, which have been integrated into the broader framework of ecological conservation and socio-economic development, becoming a green engine for China's high-quality economic development. ESG is closely aligned with China's "dual carbon" policy direction and serves as a strategic framework for enterprises to implement sustainable development practices in China. The evaluation system for future corporate value is gradually transitioning from a financial performance system to an ESG system. This shift is becoming a critical benchmark for determining an enterprise's capacity for sustainable, high-quality growth and serves as a novel approach for evaluating its investment potential.

Over the past three years, China has made rapid advancements in the ESG field. The government has introduced new policies for industrial development, financial support, and regulatory guidance to align with international standards. For enterprises, ESG has transitioned from being a "multiple-choice question" to a "mandatory requirement". In the consumer health industry, the accelerating aging of society and the continuous emergence of new technologies, such as AI, are gradually driving a shift from a single treatment-oriented approach to an

integrated "prevention-treatment-care" model. Enterprises are swiftly transitioning to management under the ESG model, enhancing brand building by practicing sustainable development concepts, generating long-term financial value, and providing long-term health protection for consumers. For example, in 2023, Kenvue China launched the "Care Project for Pediatric Healthcare Staff" in China, which is a significant initiative in fulfilling its corporate social responsibility in the field of children's health. In collaboration with the China Red Cross Foundation, they donated care packages to approximately 57 pediatric medical institutions and maternal& child healthcare hospitals in Sichuan Province, providing high-quality protection in areas such as cough and fever, rhinitis, and oral health for pediatric medical staff and their families.

Chapter 3: Challenges and Opportunities Faced by the Consumer Health Industry in China

1. Vast Market Potential and Broad Development Prospects

China's large population base and the increasingly rising health awareness form a solid foundation for the demand in the health products market, presenting significant advantages and opportunities. Enterprises should seize opportunities in supply chain model innovation, omnichannel marketing, demographic-specific product customization, cross-border product offerings, and ailment management. They must continuously refine their products and services to maintain a leading position in the highly competitive market.

- In terms of supply chain model innovation, through the application of digital supply chain management and intelligent warehousing logistics, enterprises can significantly improve supply chain efficiency and reduce operational costs. This innovative model not only enhances the competitiveness of enterprises but also provides consumers with faster and more reliable services.
- The omnichannel marketing strategy, through the deep integration of online and offline channels and precise marketing on social media, has effectively enhanced the consumer shopping experience and brand loyalty. The combination of online e-commerce platforms and offline physical stores has expanded market coverage, while interactions on social media platforms have further enhanced brand awareness.
- The demographic-specific product customization strategy entails providing personalized health products and services based on different age groups, genders, and health requirements. Such a segmented market strategy can better cater to the diverse health requirements of consumers, enhancing customer satisfaction and loyalty.
- Regarding cross-border product offerings, as consumer demand for high-quality health products increases, imported health products are becoming increasingly

popular in the market. The development of cross-border e-commerce platforms has provided consumers with convenient purchasing channels, allowing international brands to penetrate the Chinese market more seamlessly and cater to the growing demand for global brands.

- In terms of ailment management, under the overall guidelines of Third Plenary Session of the 20th CPC Central Committee, the development of the tiered diagnosis and treatment system is expected to be significantly expedited. Healthcare services at community-level hospitals will be substantially enhanced, and the importance of health management will continue to rise. As the "first line of defense" in the tiered diagnosis and treatment system, the role and status of ailment management are becoming increasingly critical.

2. Absence of a Separate Pathway for Market Access and Registration

Since 2000, China has implemented the *Administrative Measures for the Classification of Prescription and Over-the-Counter Medications*, establishing a regulatory framework for medication classification management. After more than 20 years of practice, the regulatory framework governing the selection for the list, modification, conversion, distribution, advertising, packaging, labeling, and management of instructions for OTC medications has progressively enhanced. However, the current framework has not established separate entry thresholds based on the characteristics of OTC medications. It employs the same approval processes and technical requirements as those used for prescription medications. This has posed challenges for the innovation and market registration of OTC medications, thereby impeding the growth of the consumer health industry in China to some extent.

Firstly, the application process is relatively complex, and the approval cycle is lengthy, which extends the R&D cycle and increases costs for enterprises, thereby reducing their enthusiasm for innovation. Under the current regulatory environment, new drugs, improved new drugs, and generic drugs are all required to undergo stringent clinical trials or bioequivalence tests and adhere to rigorous quality standards. Consequently, enterprises face relatively high investment costs during the R&D and clinical phases. Furthermore, despite the

continuous efforts by relevant national authorities to optimize the review and approval system, shorten the review timelines, and expand the team of reviewers, there is still a substantial volume of review and approval tasks to be handled each year. OTC products generally do not qualify for the "green channel" application criteria, resulting in a prolonged cycle from application to market launch, often extending to a minimum of one year. This cannot meet the fast-paced demand for new product iterations in the consumer health industry. Therefore, when selecting projects, enterprises usually tend to choose varieties with high maturity and good market prospects for development. However, the relatively low profit margins of OTC categories dampen the enthusiasm of enterprises to develop new OTC products.

Secondly, certain technical guidance principles remain inadequately defined. In addition to chemical generic drugs, the technical guidelines for other categories of medications (such as TCM and natural medicines) still require further refinement. During the R&D phase, enterprises need additional clarity on how to comply with current regulatory review requirements to ensure that their R&D outcomes successfully pass the approval process.

Finally, factors such as limited market share, insufficient approval of pediatric products, and the lack of pediatric dosage forms have resulted in product gaps within the segmented OTC medications market, particularly in the area of pediatric medications. The current number of approved pediatric medications is inadequate, representing less than 5% of the total approved drugs. Among the existing over 3,500 OTC products available, pediatric dosage forms constitute a mere 1.7% (see Figure 8). This imbalance in the product structure further increases the difficulty for enterprises in developing OTC medications targeted at the specific needs of certain populations.

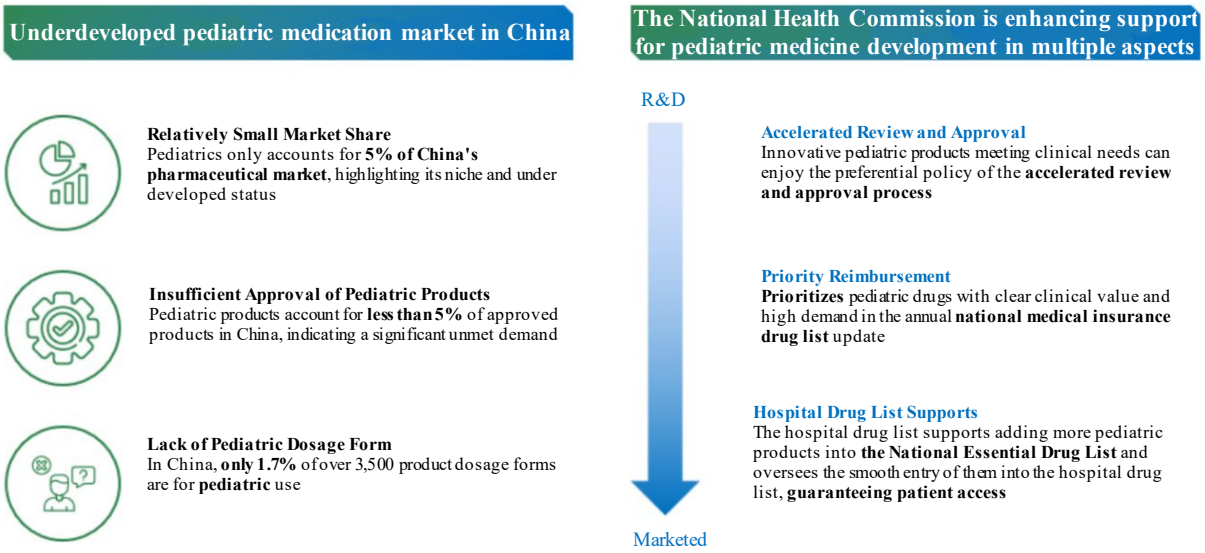


Figure 8: Overview of Pediatric Medication Market

Sources: Desk Research, Arthur D. Little Analysis

3. The Potential for Clinical Accessibility Remains Untapped

Since 2009, when China officially implemented the *National Essential Drug List* guaranteed by the essential drug system, relevant policies related to China's essential drug system have been continuously improved. Medical institutions at all levels have made positive progress in the clinical accessibility of medicines. Especially during the implementation of the essential drug system, significant changes have been promoted in the operational mechanisms of medical institutions that previously relied on revenue from medicine sales, reflecting that basic medical and health services truly serve the public interest. Additionally, the governance of the drug production and supply assurance system has been standardized, promoting the healthy development of the pharmaceutical market. However, with the continuous evolution and diversification of medical needs, the current *National Essential Drug List* also faces the requirement for timely adjustments. Particularly in healthcare institutions at the community level, the diversity of drug supply still needs to be further enriched to better meet the diverse medication needs of patients.

4. Logistics Constraints Limiting Supply Chain Upgrades and Iterations

In recent years, with the application of new technologies and the impetus of capital, the supply chain of the consumer health industry has experienced a profound transformation. Emerging forms such as pharmaceutical big data, AI+VR, pharmaceutical e-commerce, and modern traditional Chinese medicine have sprung up. However, the consumer health industry encompasses numerous sub-sectors, each with different requirements for end-to-end supply chains. This places higher demands on innovation in supply chain models and iterative management.

The consumer health industry supply chain faces numerous challenges. First, the logistics and transportation conditions in the consumer health industry are relatively stringent. Some products require cold-chain transportation. The application of Internet of Things (IoT) technology has not yet brought disruptive changes to traditional point-to-point transportation, resulting in higher transportation costs. Secondly, the rapid market changes have made it difficult for traditional supply chain models to adapt to the ever-changing market dynamics. The further fragmentation of front-end orders places greater emphasis on the overall efficiency of end-to-end supply chains. Under the influence of various new policies, the efficiency and cost of transportation and distribution in the production flow process are subjected to higher demands, which can easily lead to overcapacity or production delays. Although big data analytics and AI technology can enable more accurate demand forecasting, there is still a certain gap compared to the market demand.

Chapter 4: Outlook and Recommendations for the Consumer Health Industry in China

1. Innovative Marketing Models

Emerging brands' innovations in marketing models have injected new vitality into the market. The widespread use of social media platforms (such as WeChat, Douyin, and Little Red Book) enables brands to conduct targeted marketing, enhance brand exposure, and increase the frequency of consumer engagement. Enterprises should focus on creating diverse content while leveraging data-driven marketing strategies to attract consumers' attention through formats such as short videos and live streaming. At the same time, enterprises must bolster the development of their data analysis teams and employ advanced data analysis tools to deeply mine consumer behavior data. This will enable the formulation of more precise marketing strategies. They should also collaborate with influential social media platforms and influencers to amplify brand influence. Leveraging the impact of Key Opinion Leaders (KOLs) is crucial for enhancing product awareness and driving purchase rates.

Brand building in the consumer health industry is a dynamic process that requires enterprises to continuously adapt to market changes and innovate brand strategies. This is crucial for an enterprise's market competitiveness and long-term development. By enhancing brand awareness, strengthening brand trust, achieving brand differentiation, and promoting brand value growth, enterprises can secure a favorable position in the intense market competition. Brand building requires a variety of approaches, including brand positioning, brand communication, brand experience, and brand innovation. At the same time, specific measures such as quality assurance, market research, digital marketing, cross-industry collaboration, and social responsibility should be implemented.

2. Innovative Business Models

Driven by demand, supply, and technology, the consumer health industry is undergoing a profound transformation, giving rise to innovative business models based on new technology-enabled consumer insights.

Under the segment of OTC medications, enterprises can establish a subscription-based business model through digital platforms, integrating regular medication, health monitoring, and online consultations to offer continuous health management services. Users can subscribe to the necessary medications on a monthly or quarterly basis and monitor health data through smart devices and applications, receiving personalized medication recommendations and health management support. This model not only enhances user retention but also provides a stable source of revenue for the enterprise. Furthermore, integrated treatment and patient education platforms can effectively enhance patient retention and experience. Through online courses, interactive content, and expert consultations, these platforms assist consumers in better understanding their conditions and medication regimens.

Under the segment of health supplements, in-depth user demand research and comprehensive health data analysis can be employed to deliver personalized health solutions that cater to individual requirements. Integrated services will further strengthen the synergy between health supplements and health management platforms, providing consumers with more comprehensive health solutions and driving the formation of new business models.

Under the segment of personal care, with the rise in consumer environmental awareness, environmental protection and sustainability have become important trends across various categories. Enterprises are exploring the use of renewable resources, reducing packaging waste, and optimizing production processes to decrease carbon emissions. They are launching green products and services, and in the future, enterprises can focus on sustainable business models to enhance user perception and loyalty. In addition, by analyzing factors such as users' skin conditions and lifestyles, enterprises can tailor customized care products. By integrating online and offline resources through comprehensive beauty services, enterprises can provide one-stop beauty solutions. Ultimately, driven by supply, demand, and technology, a new personal care business model can be formed.

Under the segment of medical nutrition, product and service precision will be the future trend. Through the model of "product + tools + services", combining data-driven and customized medical nutrition advice, users will be provided with personalized and precise medical nutrition diagnoses and plans. Concurrently, online nutrition consultations and dietary nutrition plans will be offered through a digital backend. Furthermore, the medical nutrition scenario will continue to expand, with its services extending to include daily diet, fitness exercise, disease prevention, and treatment, forming a comprehensive and integrated nutrition solution.

At the same time, regulatory authorities are staying abreast of contemporary developments, consistently refining regulatory measures, and bolstering the adaptability of regulatory capabilities in response to emerging technologies. This includes the formulation and release of the *Personal Information Protection Law*, which establishes clear privacy protection standards for consumer health enterprises to follow in the collection, storage, and use of data, helping to prevent the misuse and leakage of consumers' personal information. In the future, it is essential to continuously clarify the direction and objectives of technological innovation in the consumer health industry, providing clear guidance for enterprises' technological research and development. Also, regulatory authorities must support enterprises in their investments in new technology applications and product development by setting up special funds and providing tax incentives, encouraging enterprises to pursue technological innovation. Furthermore, regulatory authorities have established stringent technical standards and industry norms to ensure that the application of new technologies in the consumer health industry meets the requirements for safety and efficacy.

3. Co-Creating Ecosystems

In the future, as the industry undergoes quality improvement, update, and supply-side demand transformation, the comprehensive co-creation of ecosystems—including technology, user, service, investment, and talent ecosystems—surrounding enterprises, regulators, and consumers will be particularly crucial for the new development of the consumer health industry. Moving forward, the industry can promote the synergistic effects and sustainable development

of the upstream and downstream of the industrial chain through exploring resource sharing, joint innovation, and coordinated development.

(1) In terms of inter-enterprise collaboration, joint R&D and innovation are the cornerstones of future industry innovation. Enterprises can reduce redundant investments and improve innovation efficiency by sharing R&D resources and data, thereby accelerating the commercialization of innovative outcomes. At the same time, establishing a shared platform that encompasses health data, market demand, and consumer feedback can enable enterprises to access industry trends and changes in consumers' needs in real time. This allows for rapid adjustments to products and services, significantly enhancing the responsiveness and market adaptability of enterprises. Additionally, by enhancing collaboration between upstream and downstream enterprises within the supply chain, enterprises can optimize supply chain management, which can lead to cost reduction, improved product quality, and increased market responsiveness, enabling more effective resource integration and a rise in overall operational efficiency. For example, as a promoter of the enzyme-based industry: Bestyzym & Bestlife Group not only provides enzyme raw materials, new enzyme-based raw materials, and technical solutions to downstream customers in the industry, but also opens up artificial intelligence services to third parties and offers branding and capital solutions to industry-end customers.

In the future, collaboration among consumer health enterprises will transition to three business cooperation models: intensive shared platforms, interconnected industrialization, and ecosystem integration. Firstly, through the internal integration of resources and capabilities, six major platforms will be formed: customer power, supply power, decision-making power, product power, operational power, and support power, thereby achieving the intensification of the shared economy. Secondly, by externalizing and socializing the shared platform, connecting and integrating social resources, the industrialization of the enterprise shared platform will be achieved. Finally, through the alliance and collaboration of industry platforms, marginal costs will be reduced, achieving the integration of upstream and downstream enterprises within the industry. This will help in building ecosystem platforms, maximizing the comprehensive service value, and providing a seamless omnichannel experience (Figure 9).

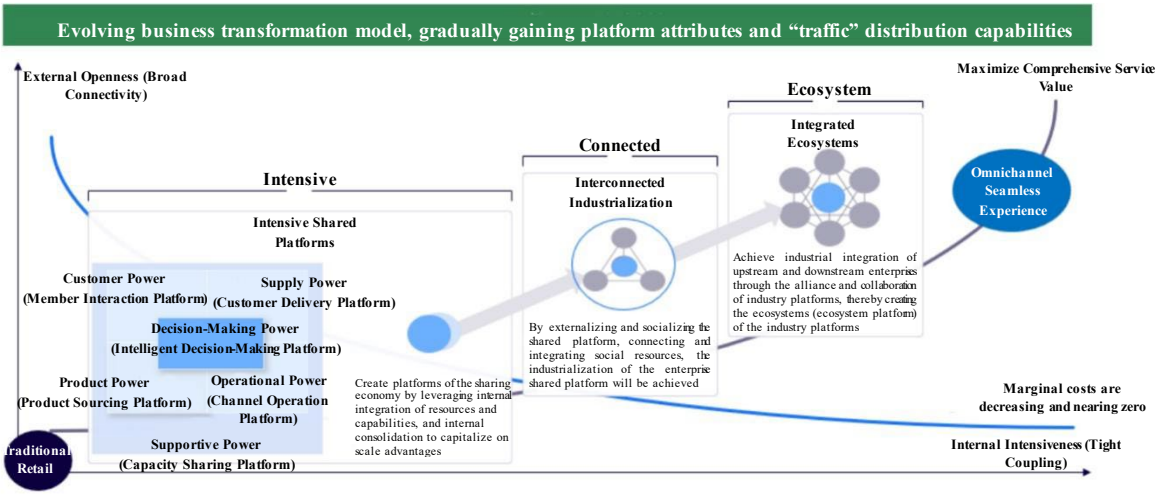


Figure 9: Collaboration Models of Consumer Health Enterprises

Sources: Desk Research, Arthur D. Little Analysis

(2) In terms of the co-creation of ecosystems between regulatory agencies and enterprises, regulatory authorities will continuously enhance the connectivity between government and enterprises in the future, incentivize enterprises to engage in technological innovation and market expansion, reduce operational costs for enterprises, and promote technological advancement. At the same time, by formulating and improving the standards and regulations for health products and services, the quality and safety of products on the market will be effectively enhanced. The government will collaborate with industry associations and research institutions to jointly promote standardization, regulate market order, and enhance product quality. Additionally, the government will incentivize enterprises to engage in R&D and innovation by opening up public resources to them, such as providing health data and research facilities for their R&D activities, thereby encouraging enterprises to enhance their innovation efficiency.

(3) In co-creating ecosystems between enterprises and consumers, stimulating consumer demand innovation and enhancing the consumer experience will be key direction. Enterprises should actively explore and respond to new consumers' demands, develop personalized and customized health products and services, and utilize big data and artificial intelligence technologies to analyze consumer health data so that they can offer tailored health management

solutions, thereby enhancing consumer satisfaction. Consumers' purchasing and usage experiences will be enhanced through technological means, such as smart devices and mobile applications, which allow them to conveniently monitor their health conditions and receive professional health advice, thereby improving user experience and fostering brand loyalty.

Appendix 1: Development Status of 4 Major Segments in the Consumer Health Industry

1. OTC (Over-the-Counter)

Over-The-Counter (OTC) medications are pharmaceuticals available for purchase and use without a doctor's prescription. They serve as a primary avenue for consumers to access medications in their everyday lives. OTC medications, validated through extensive clinical use for their efficacy, consistent quality, user-friendliness, and low risk of misuse or significant adverse reactions, constitute a crucial element of both clinical treatment and preventive healthcare. These medications are widely acknowledged and trusted by doctors and consumers alike. The *"Healthy China 2030" initiative* advocates giving priority to prevention , promoting a shift from disease treatment to health management. The application of OTC reduces the unnecessary occupation of medical resources and provides consumers with more direct health management methods through convenient and fast purchasing channels. Consumers can independently choose medications for self-medication based on their own medical knowledge, under the guidance of pharmacists and drug instructions. This improves the efficiency and accessibility of medical resources, which is of significant importance in alleviating the current issues of "expensive and difficult access to medical care" in China. OTC, as an important component of the pharmaceutical industry, plays a significant role in public disease prevention and treatment, as well as in self-care, holding immense social and economic value.

In China's OTC segment, domestic enterprises outstrip multinationals in market share but grow more slowly. In the current OTC segment, TCM holds a significant share. Cough and cold medications are showing strong growth, with an increase of over 45%. The markets for pain relief, digestive health, and ophthalmic drugs grow at 8%-9%. Specifically, the main categories within the OTC segment include:

- Cold and Fever Medications: Addressing common cold and fever symptoms. The market currently offers products such as cold granules and fever patches, which allow consumers to quickly alleviate symptoms without the need for medical consultation.
- Digestive Medicines: Addressing gastrointestinal discomfort. The market currently offers antacids, antidiarrheals, and other products to assist consumers in managing common digestive issues encountered in daily life.
- Nutritional Supplements: Addressing specific diseases, focusing on the maintenance and enhancement of the physical health. The market currently offers products such as vitamins and minerals, primarily used to supplement specific nutrients.

2. Health Supplements

The health supplements segment primarily focuses on enhancing the body's immunity and health levels by supplementing nutrition and adjusting physiological functions. It emphasizes prevention and comprehensive conditioning to meet consumers' holistic health needs. The market of health supplements is currently fragmented, with significant growth potential. Among these, the dietary supplement holds a dominant position. Specifically, the main categories within this segment include:

- Protein Supplements: For fitness enthusiasts and individuals requiring additional protein intake. The market offers a variety of protein powders, drinks, and other forms in different flavors.
- Dietary Supplements: Including but not limited to dietary fiber, probiotics, fish oil, etc., emphasizing the regulation of bodily functions and the promotion of health.
- Herbal Health Supplements: Based on traditional Chinese medicine theories, herbal health supplements are often used for functions such as tonifying and replenishing qi and blood, as well as regulating the spleen and stomach.
- Antioxidants: In response to the demand for anti-aging, the market offers a wide range of health supplements rich in antioxidant ingredients.

3. Personal Care

The personal care segment focuses on consumers' external appearances and hygiene. By providing care products and hygiene-related items, it aligns with contemporary consumers' aspirations for personal image and an elevated quality of life. The industry is experiencing steady overall growth, with numerous sub-markets. Major participants include multinational fast-moving consumer goods enterprises and emerging domestic private enterprises. The main categories within this segment include:

- Shampoo and Hair Care Products: Offering various types of shampoos and conditioners to meet consumers' needs for hair cleaning and care.
- Oral Care Products: including toothpaste, toothbrushes, mouthwash, etc., emphasizing oral health and aesthetics.
- Skin Care Products: The market offers a variety of masks, skincare creams, sunscreens, and other products tailored to different skin types and needs.
- Personal Cleaning Products: including shower gel, soap, etc., emphasizing body wash and comfort.

4. Medical Nutrition Products

Medical nutrition products are scientifically formulated based on medical and nutritional research findings, specifically designed as nutritional supplements for particular groups such as patients or individuals with special health needs. Among them, Food for Special Medical Purpose (FSMP) is specially processed and formulated food designed to meet the special nutritional or dietary needs of individuals with restricted eating, digestive and absorption disorders, metabolic disorders, or specific disease states. Enteral nutritional preparations refer to drugs that provide nutrition and energy through oral intake or tube feeding, used for clinical enteral nutrition support. In 2010, the National Health and Family Planning Commission of China (now the National Health Commission) issued the *General Rules for Infant Formula Food for Special Medical Purpose,* which defined the concept and classification of infant formula food for special medical purpose ("Infant FSMP") for ages 0 to 12 months. In 2013, the National Health and Family Planning Commission of China reissued the *General Rules for*

Infant Formula Food for Special Medical Purpose, which defined the concept and classification of food for special medical purposes suitable for people aged one year and older. These two General Rules emphasize that food for special medical purpose ("FSMP") are classified as "food" designed to meet the nutritional needs of specific populations, in order to avoid confusion with the therapeutic functions of pharmaceuticals. Specifically, within the current scope of medical nutrition products, the categories are shown as follows (Figure 10):

- Food for Special Medical Purpose (with food approval no. starting with TY): such as Nestlé Health Science's Nutren Optimum and Althéra.
- Enteral Nutrition Preparations (prescription drugs): such as Abbott's Ensure, Danone's Nutricia, etc.

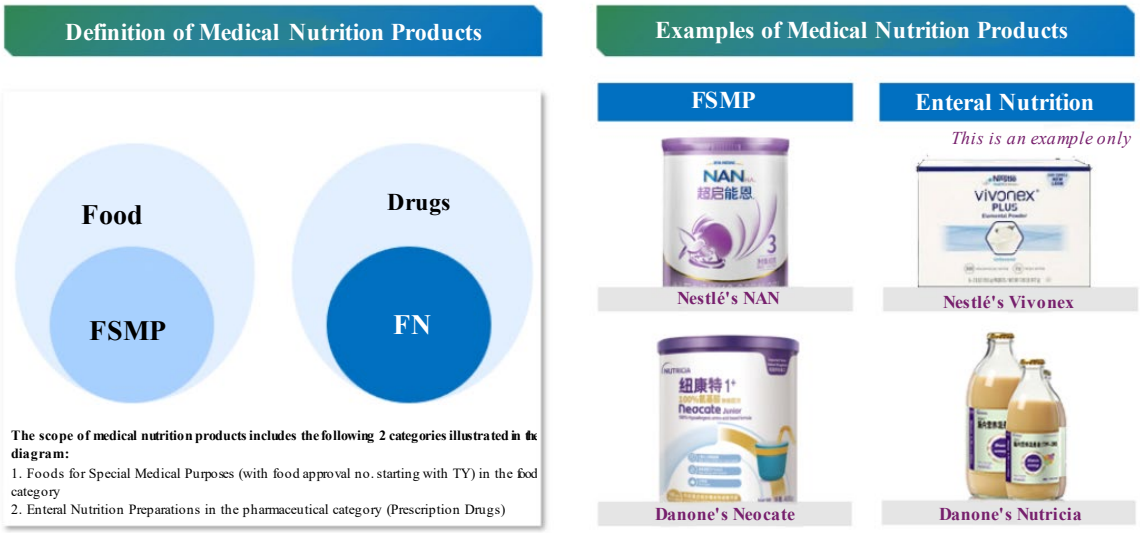


Figure 10: Definition of Medical Nutrition Products

Sources: Enterprises' Websites, Desk Research, Arthur D. Little Analysis

The development drivers of the aforementioned four segments of the consumer health industry can mainly be summarized into the following five aspects:

1. Intensifying Aging of Society

In the year 2000, China entered an aging society, and since then, the aging process has significantly accelerated. During the "14th Five-Year Plan" period, the demographic structure

is expected to undergo structural changes. It is estimated that the population aged 60 and above in mainland China will reach 35.8% around 2050, accounting for approximately one-third of the total population (Figure 11).

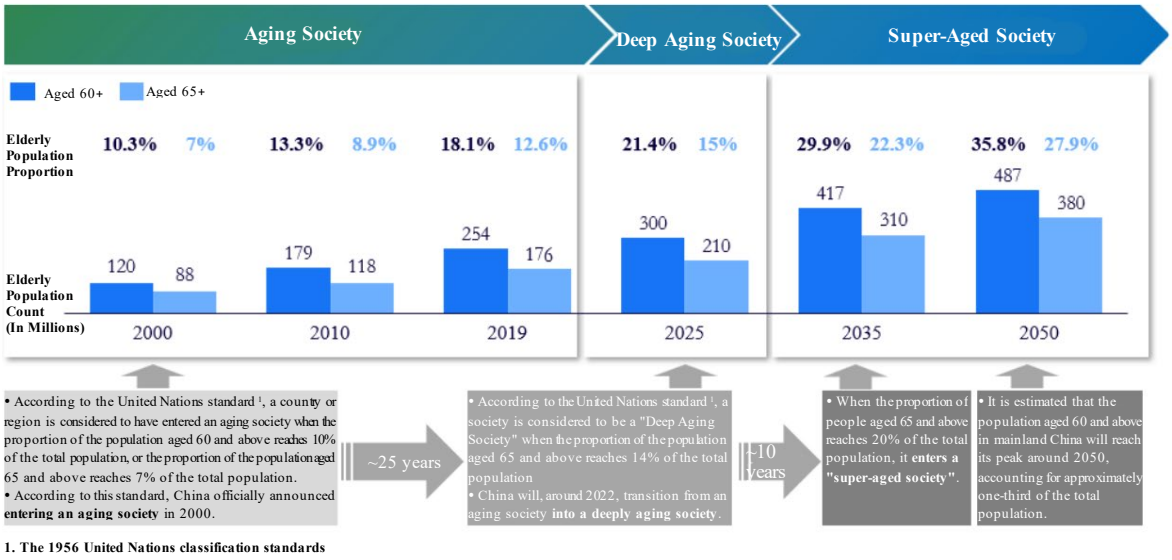


Figure 11: Development of Population Aging in China

Sources: *China Development Report 2020: Development Trends and Policies of Population Aging in China*, National Bureau of Statistics, Desk Research, Arthur D. Little Analysis

On the other hand, the aging process in Western countries has been relatively gradual and stable. For example, it took France 145 years for the proportion of its elderly population to double, nearly 90 years for Sweden, but only 25 years for China, indicating a significantly accelerated aging process (Figure 12). The health needs of the elderly population are continuously increasing, with specific demands in areas such as anti-aging, bone health, and cardiovascular care, driving the development of the health supplements and OTC market. At the same time, the OTC market for chronic diseases in the elderly, such as cardiovascular and joint medications, is also gradually expanding and has become a market hotspot. Furthermore, the intensifying aging population has also driven the rapid market growth of the medical nutrition products, with the demand for nutritional support and specialized medical care continuously increasing. In the future, the markets for health supplements, OTC medications, and medical nutrition products will continue to see growth opportunities.

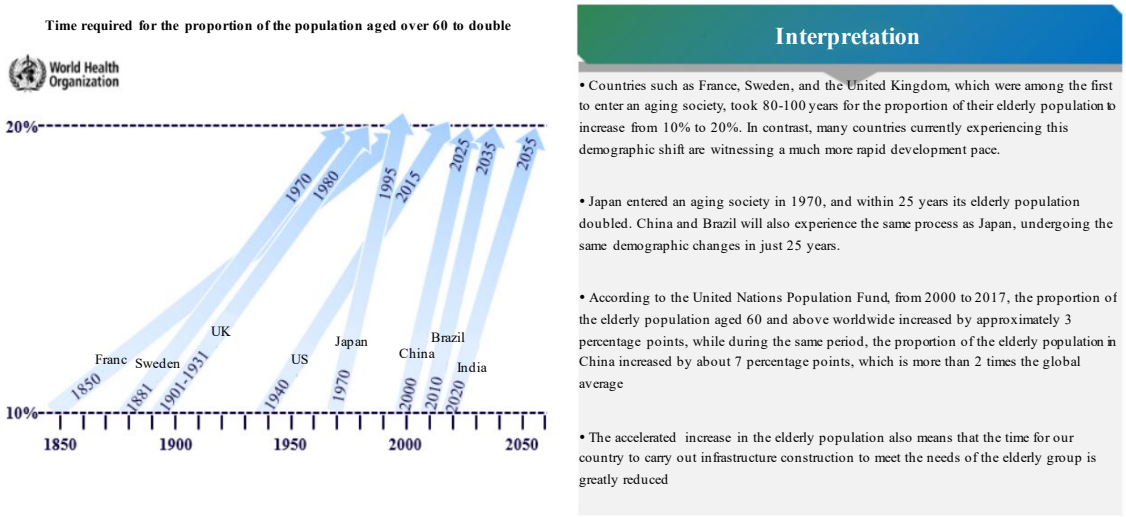
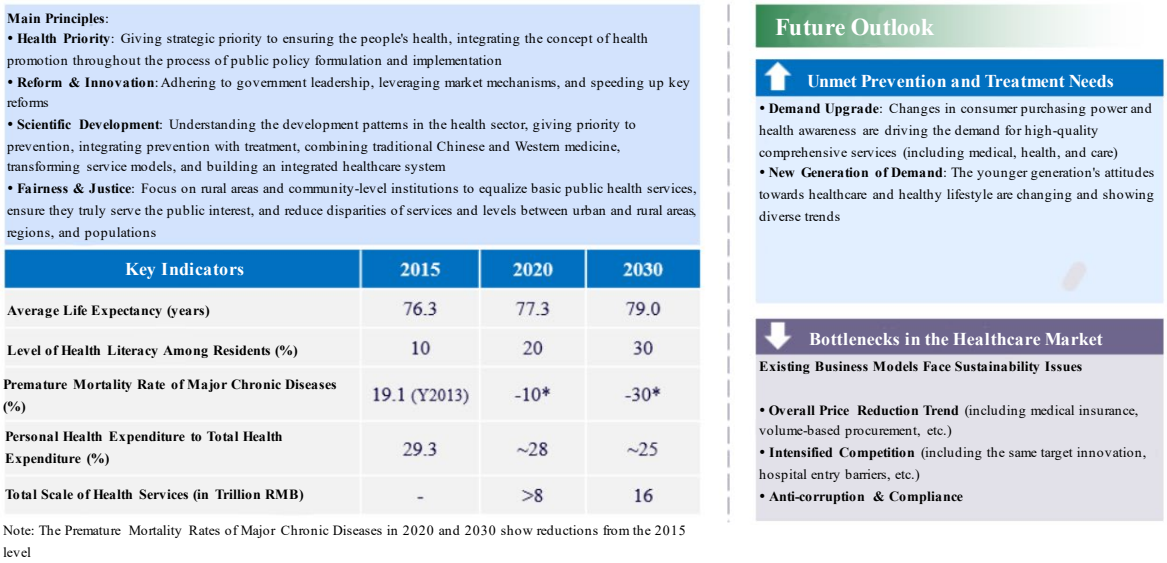


Figure 12: Comparison of the Process and Speed of Population Aging in China
Sources: Desk Research, Arthur D. Little Analysis

2. Enhancement of Social Health Awareness

With the continuous enhancement of societal health awareness, the development of the broader life and health industry is accelerating. The *"Healthy China 2030" initiative* serves as a guiding principle for the development of the medical and health industry, and it sets clear targets for health levels, healthy lifestyles, healthcare services, and security measures (Figure 13). The implementation of the *initiative* has increased people's attention to health, placing greater emphasis on disease prevention and physical health maintenance. This, in turn, has driven the growth of the health supplements, personal care products, and OTC markets. The rising consumer demand for functional ingredients and natural organic materials has accelerated the rapid growth of the functional health supplements market. At the same time, consumers' attention to and awareness of managing their own health have strengthened, leading to the increasing popularity of digital health management tools such as smart wristbands and health apps. In the future, the continuous enhancement of social health awareness will guide the market towards products that emphasize functionality, personalization, and scientific foundations. Innovations in digital health management tools will become a significant driving force for market development.



Main Principles:
- **Health Priority**: Giving strategic priority to ensuring the people's health, integrating the concept of health promotion throughout the process of public policy formulation and implementation
- **Reform & Innovation**: Adhering to government leadership, leveraging market mechanisms, and speeding up key reforms
- **Scientific Development**: Understanding the development patterns in the health sector, giving priority to prevention, integrating prevention with treatment, combining traditional Chinese and Western medicine, transforming service models, and building an integrated healthcare system
- **Fairness & Justice**: Focus on rural areas and community-level institutions to equalize basic public health services, ensure they truly serve the public interest, and reduce disparities of services and levels between urban and rural areas, regions, and populations

Key Indicators	2015	2020	2030
Average Life Expectancy (years)	76.3	77.3	79.0
Level of Health Literacy Among Residents (%)	10	20	30
Premature Mortality Rate of Major Chronic Diseases (%)	19.1 (Y2013)	-10*	-30*
Personal Health Expenditure to Total Health Expenditure (%)	29.3	~28	~25
Total Scale of Health Services (in Trillion RMB)	-	>8	16

Note: The Premature Mortality Rates of Major Chronic Diseases in 2020 and 2030 show reductions from the 2015 level

Figure 13: Interpretation of the *"Healthy China 2030" initiative*
Source: *"Healthy China 2030" initiative*, Desk Research, Arthur D. Little Analysis

3. The Rise of the Young Demographic

The rise of the young demographic has driven consumer attention towards personal care, with a greater emphasis on external appearance, individual care, and healthy lifestyle. The younger generation's attitudes towards healthcare and healthy lifestyles are changing and showing diverse trends. They pursue personalized and fashionable personal care products, such as organic skincare and makeup brands. Also, they place a strong emphasis on maintaining a healthy lifestyle, including the intake of dietary supplements and sports nutrition products. In the future, the demand market among young consumers will evolve towards innovation, fashion, and sustainability. Enterprises must better cater to consumers' individuality and values in their product R&D and marketing efforts.

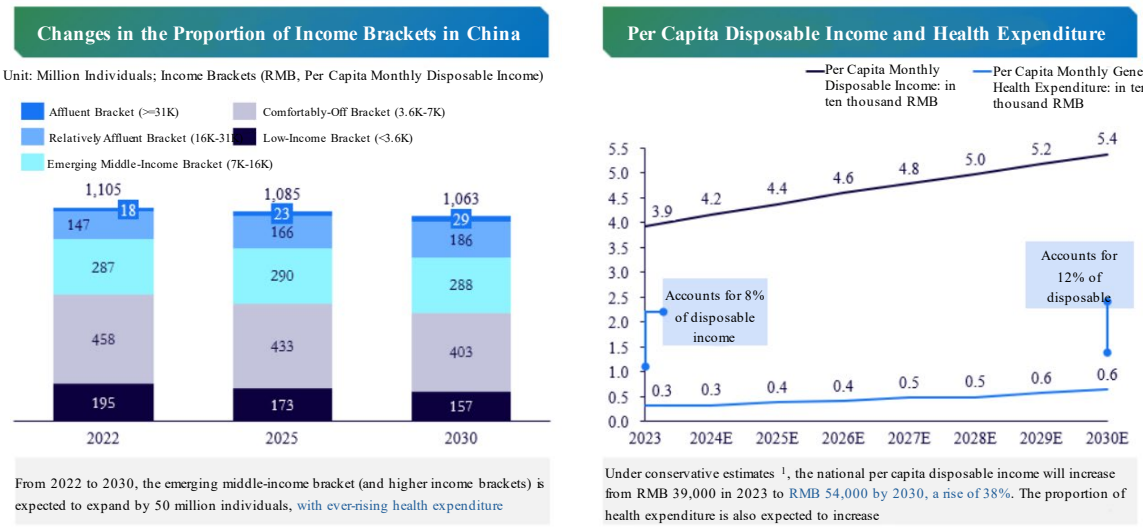
4. Technology-Driven Innovation

The continuous advancement of technology has injected new vitality into the consumer health market. The widespread application of artificial intelligence, big data, and smart devices offers greater possibilities for product R&D, production, and sales. The popularization of smart personal care tools, such as smart toothbrushes and skincare devices, has not only enhanced

the user experience of these products but also catered to the younger generation's pursuit of a sense of technology. The development of genetic testing technology has provided more personalized solutions for health supplements, meeting consumers' personalized needs for health management. In the future, continuous technological innovation will introduce more new categories and services to the market, such as personalized health solutions based on big data and intelligent diagnostics, thereby supporting sustained market development.

5. Consumption Upgrade and Personalized Demand

With the increase in residents' income levels, changes in income strata, and shifts in health management consumption concepts, consumers are beginning to pay more attention to product quality and personalized services. According to the research, from 2022 to 2030, the emerging middle-income bracket (and higher income brackets) is expected to expand by 84 million individuals. Furthermore, it is projected that by 2030, the national per capita disposable income will increase from RMB 39,000 in 2023 to RMB 54,000, an approximate rise of 38%. The proportion of health expenditure is also expected to increase (Figure 14). Changes in consumer purchasing power and health awareness are driving the demand for high-quality comprehensive services (including medical, health, and care) and for product efficacy. Consumers' expectations for brands, user experience, and after-sales service are also continuously rising. For example, consumer demand for products with cutting-edge health concepts and high-tech content is increasing. In the future, personalized health management services and high-end health supplements will become new highlights in the market.



Note: 1) Assuming that starting from 2023, the total fertility rate gradually increases and reaches 1.1 by 2028, and remains fixed at 1.1 from 2028 onwards

Figure 14: Income Brackets and Per Capita Disposable Income in China
Sources: Desk Research, Arthur D. Little Analysis

The consumer health market, driven by the intensifying aging of society, increased social health awareness, the rise of younger demographics, technological innovation, and consumption upgrades, is exhibiting a diversified and highly innovative development trend. In the future, with the development of technology and the continuous evolution of consumer demands, the market will continue to be influenced by various factors. Enterprises must respond flexibly and continuously innovate to meet the increasingly sophisticated health needs of consumers.

Appendix 2: Regulatory Status of 4 Major Segments in the Consumer Health Industry

1. OTC Market Regulation

The regulation of the OTC market in China is responsible by multiple agencies, covering various stages such as the R&D, production, sales, and usage of OTC medications. The National Health Commission is responsible for the overall planning and coordination in the health sector, regulating the use and promotion of OTC medications, and guiding OTC market behavior through health regulations and policy documents. The National Medical Products Administration is responsible for the supervision of the production, distribution, and market behavior of OTC medications, including the formulation of regulations, issuance of approval numbers, and conducting sampling inspections and other regulatory activities. The current registration process and access standards are relatively fixed. To adapt to market changes, the National Medical Products Administration is gradually accelerating the approval process and promoting a more flexible and efficient access mechanism. In addition, it encourages innovative enterprises to actively participate in the R&D of new products, continuously injecting innovative energy into the market.

In terms of clinical access, the National Health Commission has released three editions of the *National Essential Drug List* in 2009, 2012, and 2018. The number of essential drugs has increased from 307 to 520 to 685. The updated version of the *List* is expected to be released in 2024, covering approximately 900 to 1,000 varieties, with a focus on medications for chronic diseases, pediatric medications, and TCM. Particular attention will be given to highly recognized chronic disease medications and high-demand pediatric pharmaceuticals. To ensure the smooth implementation of the *List*, the "986" policy was issued, requiring that the proportion of essential drugs equipped in healthcare institutions at the community level, secondary public hospitals, and tertiary public hospitals should be no less than 90%, 80%, and

60% respectively. The current implementation rates are 59%, 45%, and 39% respectively (Figure 15). Additionally, the in-hospital market for certain prescription drugs has faced mounting pressure, leading to a notable trend of converting these prescription medications to OTC medications. From 2024 to the present, the National Medical Products Administration has issued a total of 19 announcements regarding the conversion of prescription medications to OTC status. This marks a substantial acceleration compared to the previous two years (with 9 conversions in 2022 and 18 conversions in 2023).

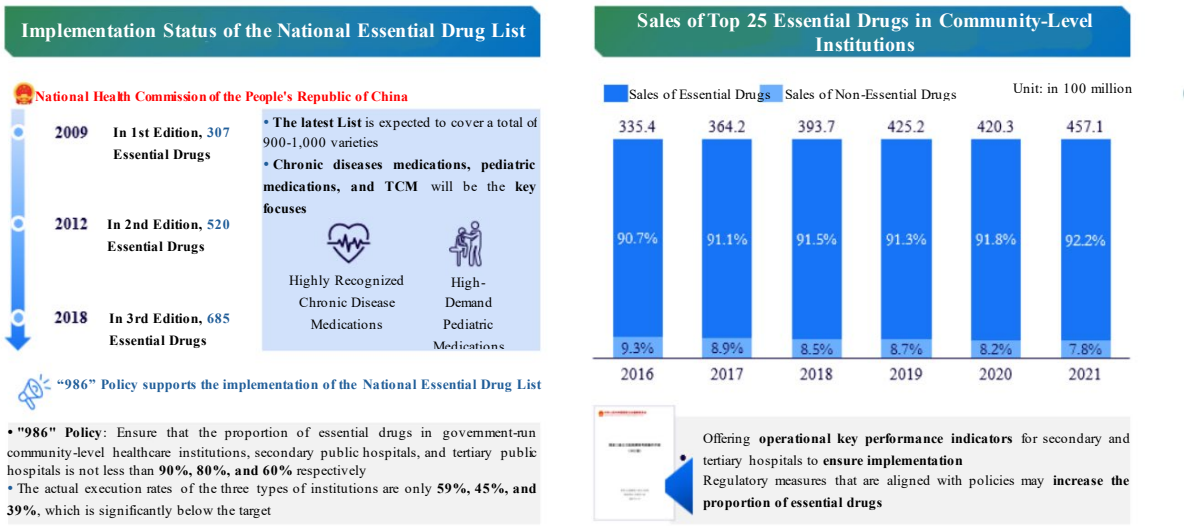


Figure 15: Implementation Status of the National Essential Drug List and Sales of Essential Drugs
Sources: Desk Research, Arthur D. Little Analysis

In the production phase, OTC medications must strictly adhere to the *Good Manufacturing Practice (GMP) for Pharmaceutical Products*, ensuring that every step from production to distribution complies with national standards. The National Medical Products Administration has intensified the supervision of manufacturing enterprises, conducting regular on-site inspections to ensure that production facilities comply with standards, and requiring enterprises to promptly report any quality issues. Recently, the National Medical Products Administration has further strengthened the supervision of emerging manufacturing enterprises to ensure that newly marketed OTC medications also meet high-quality standards.

In terms of advertising and promotional regulations, China has imposed more stringent requirements regarding the authenticity and scientific validity of OTC medication advertisements. These include the *Advertising Law* revised in 2021. Its regulatory scope covers

the legality of advertising publication behavior, compliance of advertising content, standards for advertising content, and the legality of advertising publication behavior. In addition, the advertising approval process has also been optimized. Advertisements must be approved by the local drug supervision and administration authorities before they can be published, and they need recordation when being published across provinces. Simultaneously, in 2020, the State Administration for Market Regulation issued the *Interim Measures for the Administration of the Review of Advertisements of Pharmaceuticals, Medical Devices, Dietary Supplements, and Formula Food for Special Medical Purposes*, consolidating the previously fragmented regulations governing advertisements in these categories, which were previously dispersed across various laws. The Measures have also revised and updated relevant requirements based on contemporary developments and societal needs. After the introduction of the *Interim Measures for the Administration of the Review of Advertisements of Pharmaceuticals, Medical Devices, Dietary Supplements, and Formula Food for Special Medical Purposes*, compliance of drug and device advertisements has once again become a focus of regulatory attention. It has been clarified that misleading medical terms must not be used, and the non-prescription nature of the pharmaceuticals must be clearly indicated. In terms of advertising regulation intensity, the supervision and investigation of illegal situations in OTC medication advertisements have also been continuously strengthened and increased in frequency.

2. Health Supplements Market Regulation

In terms of clinical access, the introduction, registration, and admission of new products have established strict Blue Hat and whitelist mechanisms. The Blue Hat mechanism, which targets health supplements containing both medicinal and food ingredients or food components, verifies their effectiveness and safety through strict approval processes and standards. It aims to raise the access threshold for the entire market. The whitelist mechanism strictly manages the recordation of new raw materials and new formulations, prompting enterprises to adopt a more cautious and responsible attitude in product innovation, thereby providing consumers with safer and more reliable health supplement options.

In the production phase, the State Administration for Market Regulation, as one of the main regulators for the production and manufacturing of health supplements, is responsible for the registration and approval of health supplements as well as the subsequent supervision of the production process. It ensures that health supplements meet high-quality requirements in the production phase by implementing pharmaceutical GMP certification, establishing and supervising the execution of strict quality standards, and conducting continuous quality monitoring. This series of measures not only ensures the safety of products but also promotes healthy competition among enterprises, thereby driving the overall development of the health supplement segment.

In terms of advertising and promotion regulation, the advertisement supervision of health supplements in China mainly refers to the management of regulations such as the *Advertising Law* and the *Food Safety Law*, and is overseen by institutions such as the State Administration for Market Regulation and the National Medical Products Administration. The regulations require that advertisement content be truthful and legal, must not contain false advertising or imply medicinal effects, and advertisements must undergo review and approval. Additionally, the channel regulation covers both traditional media and Internet advertisements.

3. Market Regulation of Personal Care Products

In the personal care segment, the introduction, registration, and recordation of new products are primarily regulated by the State Administration for Market Regulation, the National Medical Products Administration, and the National Health Commission. Regulatory directions primarily encompass the production, quality, advertising, and market access of personal care products.

The market access regulation is led by the National Medical Products Administration and is primarily based on regulations such as the *The Regulation on the Supervision and Administration of Cosmetics*, *Measures for the Administration of the Registration and Recordation of Cosmetics, Administrative Measures for the Supervision of Cosmetics Production and Operation*, and the *Administrative Measures for Cosmetics Labeling*. All personal care products must undergo ingredient safety assessments. General cosmetics need

recordation, while special cosmetics (such as sunscreen and whitening products) require registration and must provide efficacy verification and safety data. Imported products must pass customs inspection and quarantine to ensure compliance with domestic standards.

In the production phase, the National Medical Products Administration has regulated the manufacturing processes of skincare and cosmetic products through a series of laws, regulations, and technical guidelines such as the *Good Manufacturing Practice for Cosmetics* and the *Cosmetics Safety Technical Specification*. These regulations specify the requirements for skincare and cosmetic ingredients, as well as the standards for labeling and advertising, thereby comprehensively enhancing the safety and quality of the products. In addition, the government has also strengthened the approval and regulation of new materials and new technologies to protect consumer rights.

In terms of advertising and promotional regulations, China has also become increasingly stringent in its supervision of advertising and promotions in the personal care market. The *Advertising Law*, *Anti-Unfair Competition Law*, and *Consumer Rights Protection Law* provide a legal basis for regulating personal care advertisements. In particular, the implementation of the *Administrative Measures for the Supervision of Cosmetics* in 2021 has detailed provisions on the definition and penalties for false advertisements. The scope of penalties includes illegal activities such as false publicity, conceptual ingredient additions, fabricated efficacy, and false information. Enterprises need to ensure the authenticity and reliability of ingredient labeling, efficacy claims, and usage data for personal care products.

4. Market Regulation for Medical Nutrition Products

Currently, the regulation of the medical nutrition market in China includes two aspects. Firstly, enteral nutrition preparations are classified as prescription drugs and are supervised and managed under the approval number "*Yao Tzu* No." by the National Medical Products Administration. Secondly, foods for special medical purposes are approved and regulated by the State Administration for Market Regulation under the TY food approval number.

In terms of clinical access, in March 2016, the former China Food and Drug Administration issued the *Administrative Measures for the Registration of Food for Special*

Medical Purposes, which clarified the registration procedures, technical requirements, supervision and management, and legal responsibilities, and further detailed regulations through supplementary documents. In March 2019, the revised *Regulations on the Implementation of the Food Safety Law* further clarified the inspection, operation, and advertising requirements for medical nutrition products. On November 28, 2023, the State Administration for Market Regulation issued the new *Administrative Measures for the Registration of Food for Special Medical Purposes*, which will take effect on January 1, 2024. The new measures have introduced innovation guidelines oriented towards clinical nutritional needs, optimized the registration process, increased the requirements for certain registrations and renewal registrations, added priority review and approval procedures, and improved legal responsibilities. As of August 5, 2024, China has approved the market entry of 196 medical nutrition products. These include 56 infant formula food for special medical purposes, 60 complete nutrition formula food for individuals over one year old (including one complete nutrition formula food for cancer patients), and 80 non-complete nutrition products.

In the production stage, for products that comply with the *Administrative Measures for the Registration of Food for Special Medical Purposes*, the registration management has been optimized in the following aspects:

1. Regarding the basis for product formula design, only a statement of conformity of the product formula needs to be submitted when applying for registration;
2. In terms of production process design, only a statement of consistency regarding process design, form selection, and process procedures needs to be submitted;
3. Concerning R&D and production capacity, a statement of consistency regarding the R&D institutions, main facilities and equipment of the production site, and the production quality management system needs to be submitted.

In terms of advertising and promotion regulation, the *Interim Measures for the Administration of the Review of Advertisements of Pharmaceuticals, Medical Devices, Dietary Supplements, and Formula Food for Special Medical Purposes* imposes extremely strict regulations on the advertising and marketing of foods for special medical purposes. This includes the content of medical nutrition advertisements, label descriptions, market promotion,

and online sales, among other aspects. Before enterprises release advertisements, they must obtain approval from the relevant authorities. The content must not exaggerate the product's efficacy or mislead consumers. Marketing promotions should be conducted through professional channels, and inappropriate advertising is prohibited. Online sales must also comply with relevant laws and regulations.

Appendix 3: The "Three New" Trends of New Categories, New Channels, and New Marketing

1. New Categories: Pediatric & Aging Products, Personal Care Innovation & Extension

OTC Medications:

New OTC medications will place greater emphasis on personalized treatment, utilizing intelligent technologies to provide precise medication solutions. A brand-new pediatric OTC category will cover medications for infants and young children as well as the growth needs of children, while aging-related products will focus on chronic disease management. At the same time, new categories of OTC medications will focus on areas such as mental health and sleep management.

Health Supplements:

The future health supplements market will place greater emphasis on personalization and professionalism, expanding into new areas such as elderly health and child development. Personalized health supplements will provide more scientifically sound and reasonable nutritional plans based on individual genes and lifestyles, meeting the specific needs of different populations.

Personal Care:

The new personal care categories will focus on the integration of functionality and technology, such as intelligent skincare devices and personalized skincare products. The categories of child and elderly care products will innovate to meet the needs of specific groups. For example, elderly care products will focus on skin elasticity and anti-aging.

Medical Nutrition Products:

In recent years, medical nutrition products have shown a significant expansion trend in their category structure and market development. In terms of the category structure, pediatric

and aging-related products have received significant attention. The new category of pediatric nutrition products focuses on specialized nutrition products tailored to the specific growth stages and dietary needs of infants and children, while aging nutrition products emphasize chronic disease management, muscle maintenance, and cognitive health for the elderly population. In terms of product types, the number of approved food for special medical purposes (FSMPs) for non-infant groups has significantly increased in recent years. In 2023, a total 41 FSMPs for non-infant groups received approval, compared to while 5 FSMPs approved for infant groups. Domestic brands have dominated the market. The number of registered domestic medical nutrition products far exceeds that of imported products. Among the total 140 approved products, 105 are domestic brands. International enterprises still need to undertake substantial efforts to promote their high-quality international brands and products into the Chinese market to benefit the health of the general public.

2. New Channels – Reconstructing Channels Around Consumer Health Needs

OTC Medications:

Emerging channels, especially e-commerce via social media and cross-border e-commerce, will become important sales avenues for OTC medications. According to statistical data from the Euro monitor, the scale of cross-border pharmaceutical transactions in 2021 was RMB 5.5 billion. From 2021 to 2023, the annual growth rate of product categories on e-commerce platforms ranged between 40% and 50%. In 2023, the cumulative number of cross-border pharmaceutical orders on major domestic e-commerce platforms exceeded 100 million, with more than 20 million cross-border pharmaceutical consumers, indicating significant potential for cross-border e-commerce channels. Promoting OTC products through emerging platforms and providing personalized online health management solutions will further enhance consumers' convenient medication purchasing experience.

Health Supplements:

E-commerce via social media is poised to become the primary promotional platform for the health supplement market. This approach will facilitate the dissemination of health

knowledge through social networks and offer personalized product recommendations. Cross-border e-commerce will provide a broader market for health supplements, driving the influx of international health supplements and the export of local brands.

Personal Care:

E-commerce via social media will become the primary sales channel for personal care products, building consumer trust through interactions on social platforms. Traditional retail channels will gradually integrate online and offline resources, offering more personalized shopping experiences.

Medical Nutrition Products:

In recent years, the medical nutrition segment has experienced substantial expansion in category structure and a marked increase in market demand. Nevertheless, the widespread adoption of these products faces considerable challenges due to a shortage of clinical nutrition professionals and restrictive purchasing channels. Medical nutrition products are vital nutritional necessities for numerous patients and their families; however, the accessibility of purchasing channels remains relatively limited. Firstly, hospitals lack a standardized pricing system for medical nutrition products, which prevents doctors from prescribing them. As a result, consumers can only purchase these products outside the hospital. However, some offline pharmacies face issues such as limited variety, unclear categorization, and unprofessional sales staff. Secondly, online stores primarily sell infant and complete nutritional FSMPs, making it difficult for patients with specific needs, such as those with cancer and phenylketonuria, to find suitable products. In addition, domestic brands need time to cultivate their presence and strengthen publicity efforts in order to be recognized by more patients. In the future, the medical nutrition segment will continue to address the shortage of clinical nutrition professionals. Additionally, the purchasing channels for products, both within and outside hospital settings, will need to be gradually opened.

3. New Marketing – Digitally Driven Omnichannel Marketing

OTC Medications:

In the future, OTC medications will place greater emphasis on digital marketing, utilizing big data to analyze consumer health behaviors and deliver personalized medication recommendations. Enhancing content creativity, such as medical science popularization and health education, will become an important means of brand building.

Health Supplements:

Brands will place greater emphasis on content creation, using health education and popular science knowledge to enhance consumer trust in the brand. Social media will become an important promotional platform for health supplement brands, leveraging user sharing and word-of-mouth to disseminate product value. Yangtze River Pharmaceutical Group believes that promoting health knowledge is one of the most fundamental, economical, and effective measures to improve the overall health level of the population.

Personal Care:

In the future, personal care brands will conduct emotional marketing through social media platforms, emphasizing brand philosophy and user experience. They will also leverage the power of KOLs (Key Opinion Leaders) to enhance their brand awareness and reputation.

Medical Nutrition Products:

In the future, the marketing of medical nutrition products will primarily rely on pharmacies as the main offline sales channel and integrate health management and disease management services through the DTP (Direct to Patient) model. Pharmacies will achieve the circulation of prescription drugs by collaborating with hospitals and doctors, and provide long-term chronic disease management services. At the same time, pharmacies will enhance the awareness and acceptance of medical nutrition products through precise membership screening, patient education activities, and experiential marketing. In addition, FSMPs will be promoted through an OTC retail model. Measures such as staff training, combination medication guidance, large-scale marketing activities, and precise membership promotion will enhance the success rate of product recommendations and increase sales volume.

In summary, the development of the consumer health market will be centered around the new themes of "digital", "premium", and "end-to-end" solutions (Figure 16). In terms of digitalization, the extension from offline channels to e-commerce, social media, and other platforms is evident. New markets such as B2C e-commerce, O2O e-commerce, online consultations, and Internet hospitals will become the major development trends in the future. In terms of premiumization, consumers' demand for products with clear efficacy and exceptional service experiences is continuously increasing. In terms of end-to-end solutions, consumers are not only focused on the medical needs of "seeking treatment when sick", but are also further concentrating on one-stop health management needs that encompass everything from healthcare and health maintenance. For example, chronic disease management and follow-up visits in the out-of-hospital market will place a greater emphasis on high-quality products, services, and experiences.

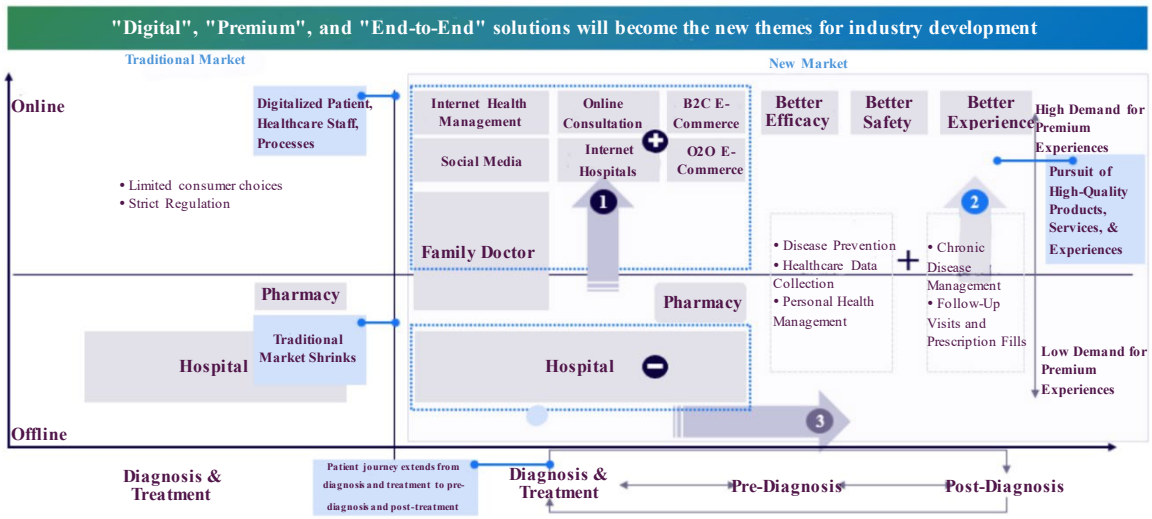


Figure 16: New Themes in the Development of the Consumer Health Industry

Sources: Desk Research, Arthur D. Little Analysis

Appendix 4: Status of Domestic Consumer Health Industry Clusters

1. Overview of the Beauty & Health Industry Development in Changping District, Beijing

Beijing's "14th Five-Year Plan" designates Changping District as the city's sole cluster area for the development of the Beauty and Health industry. Seizing the strategic opportunities of the "Two Zones" development (Integrated National Demonstration Zone for Opening Up the Services Sector and China (Beijing) Pilot Free Trade Zone), Changping District closely aligns with the development trends and consumption trends of the Beauty and Health industry, aiming to build an internationally influential "Glorious Future Land".

Figure 17: Beijing Changping District Beauty & Health Industry Planning & Layout
Source: Changping District Industrial Planning

(1) Significant Advantages in Developing the Beauty and Health Industry

In recent years, Changping District has been diligently pursuing the path of "beauty". In this district, China's first artificial intelligence digital system for personalized cosmetic services has been launched, Beijing's first Beauty and Health Industry Innovation Research Institute has been established, the first cosmetics live-streaming base has been set up, and the first "Cosmetics Business and Management" major has been introduced. Additionally, 33 enterprises above a designated size, such as Imeik Technology Development Co. Ltd., have been established in the district. In 2023, the revenue of the Beauty and Health industry in Changping District exceeded RMB 10 billion. In terms of industrial space, aiming to create the "Glorious Future Land", Changping District has planned an overall spatial layout of "One Core, Three Parks, Four High Grounds" (The "One Core" refers to the Zhongguancun Life Science Park, serving as the core innovation area for the Beauty and Health industry. The "Three Parks" include the Xiaotangshan Intelligent Manufacturing Park of Beauty Products, Xiaotangshan Innovation Park of Cosmetics, and Tiantong Technology Creative Park. The "Four High Grounds" are the establishment of the Jingyan Source of Innovation, Jingyun Chinese Cosmetics Birthplace, Jingpin Incubation and Cultivation Hub, and Jingcai Intelligent Manufacturing Hub).

In terms of platform services, the Beijing Center of Technology Innovation for Synthetic Biology has been inaugurated, and a "Collagen Bio-Manufacturing Innovation Platform" has been jointly established with the Institute of Process Engineering of the Chinese Academy of Sciences.

In terms of R&D and innovation, the R&D investment intensity of enterprises above a designated size in Changping District has consistently remained above 10%. To date, 118 new cosmetic products have been registered, and 17 invention patents have been obtained.

In terms of consumer brands, Meitu Moyan has successfully obtained approval for a pilot program for personalized cosmetic services, and the Xingyao Cosmetics Live Streaming Base allows consumers to "meet beauty" in Changping District.

(2) Actively Strive for Policy Breakthroughs in the "Two Zones"

Changping District, in collaboration with Beijing's "Two Zones" office, launched a discussion regarding the policies in the Beauty and Health industry. Based on the results of this discussion, which produced "one report and two lists", nine municipal departments issued the *Several Measures to Support the High-Quality Development of the Beauty and Health Industry*. This document designates Beijing's "Glorious Future Land" to be located across the entire Changping District, positioning it as the pilot zone for innovative policies in the city's Beauty and Health industry. The initiative focuses on five key areas: creating an innovative ecosystem, pioneering regulatory models, fostering industrial clusters, strengthening consumer guidance, and improving support mechanisms. A total of 21 open reform measures were proposed.

(3) Establish a Two-Level Industrial Policy System for City and District

Strengthen Top-Level Design: In September 2023, the Beijing Municipal Bureau of Economy and Information Technology and the Changping District People's Government jointly issued the *Three-Year Action Plan for the High-Quality Development of the Beauty and Health Industry in Beijing*. The plan aims to assist Beijing in becoming the "City of Innovation, City of Consumption, City of the Future" of the global cosmetics industry by promoting and implementing the "Four Major Projects" (Innovation Leading Project, Industry Expansion Project, Consumption Driving Project, and Open Empowerment Project). The plan is established to ensure that by the end of the "14th Five-Year Plan" period, the city will establish 5 R&D and innovation centers, attract more than 10 advanced research institutes in the Beauty and Health field to set up clinical research and innovation transformation centers, support raw material enterprises in completing the registration and filing of 20 new raw materials for cosmetics, nurture and grow 30 high-quality brand enterprises with annual revenue exceeding 1 billion yuan, achieves 50 specialized, high-end and innovation-driven enterprises that provide distinctive products or services in the Beauty and Health industry, form a comprehensive industrial chain layout, and double the revenue of Beijing's Beauty and Health industry.

Improve Supporting Policies: Focusing on promoting innovative development, accelerating industrial clustering, and improving the industrial ecosystem, Changping District

has introduced the *Implementation Rules on Supporting the High-Quality Development of the Beauty and Health Industry in Changping District, Beijing (Trial)*. Over the next three years, the district will allocate no less than RMB 200 million in district-level fiscal funds and leverage the special policy support from the Ministry of Industry and Information Technology for the first batch of pilot cities for the digital transformation of small and medium-sized enterprises. This will support and ensure the innovative breakthroughs of chain enterprises and talent. The district has launched 16 significant supportive initiatives to facilitate enterprises in establishing operations in Changping. These initiatives include the innovative "approval with reward" scheme for new raw material registration and filing, the "approval with reward" and "store opening with reward" schemes for personalized service pilot programs, and the "approval with reward" scheme for national-level teaching bases. In 2024, a total of RMB 14.654 million in funds for the Beauty and Health industry has been successfully allocated to 15 projects of enterprises such as Imeik and Moyan. This marks the successful implementation of Beijing's first supportive policy for the Beauty and Health industry.

2. Overview of the Biomedicine Industry Development in Guangzhou

In the first half of 2024, Guangzhou's biomedicine and health sector continued to maintain a strong growth momentum, with the added value reaching RMB 41.073 billion, a year-on-year increase of 5.0%. The output value of pharmaceutical manufacturing enterprises above a designated size reached RMB 28.869 billion, with a year-on-year growth rate of 2.9%. Among them, the output value of biological pharmaceutical product manufacturing was RMB 7.722 billion with a growth rate of 30.8%. Currently, Guangzhou is home to over 6,500 various biomedicine enterprises, ranking second nationwide in total number. This includes 12 Fortune Global 500 enterprises such as Guangzhou Pharmaceutical Holdings and AstraZeneca, 256 enterprises above a designated size, and 55 listed enterprises. In terms of industry scale, innovation platforms, and the number of enterprises, Guangzhou ranks among the top in the country, positioning its development level in the national first tier.

First, its healthcare sector is strong and has long attracted patients from across the country. In terms of the number of third-grade A-level hospitals per 100,000 people, Guangzhou ranks first nationwide, providing fertile ground for the development of pharmaceuticals and medical devices. In terms of clinical resources, as of the end of 2022, there were a total of 6,159 medical and healthcare institutions in Guangzhou, including 289 hospitals, of which 77 are third-grade level-A hospitals (Beijing has 78, Shanghai has 66); Guangzhou also has 8 national regional medical centers, 39 GCP institutions, and 36 drug clinical trial institutions. In terms of biomedicine talents, the highest honor of the "Medal of the Republic" has been awarded to Academician Zhong Nanshan, Academician Zeng Yixin, and Academician Song Erwei. The 2018 Lingnan Famous Doctors List includes 2,000 experts from the entire province, with 1,282 of them based in Guangzhou. In terms of higher education resources, there are 26 comprehensive universities and medical colleges. In the field of biomedicine, Guangzhou has established 12 national engineering centers and laboratories, 13 specialized incubators, 133 scientific research institutions, 158 key laboratories at various levels, 128 engineering technology R&D centers at various levels, and 51 enterprise technology centers at various levels.

Second, its industrial layout is gradually being optimized, and industrial clusters are continuously converging towards urban innovation hubs. Guangzhou has established a spatial agglomeration development pattern centered around the International Bio Island in Huangpu District, driven by the “Two Cities and One Island” initiative, and involving multiple interconnected zones such as Guangdong Medical Valley and Bio Valley in Nansha District. The International Bio Island, with a total area of 1.83 square kilometers, has attracted 530 enterprises, including 7 Fortune Global 500 enterprises. In Nansha District, Guangdong Medical Valley has incubated over 300 enterprises.

Third, it makes solid advancement in the cultivation and settlement of enterprises, with leading advantageous enterprises spearheading and driving the development of the industry. Guangzhou currently hosts over 6,400 various biomedicine enterprises. In recent years, industry-leading enterprises such as BeiGene, InnoCare, and Daan Gene have been introduced and nurtured to jointly lead industry development. This has driven the construction

of key projects including InnoCare's new drug R&D and production base, and Guangzhou Green Leaf Biomedicine Industrial Park, thereby consolidating and enhancing the industry's competitiveness.

Fourth, it is accelerating industrial innovation through collaboration among industry, academia, and research, collectively building a new engine for industrial development. Leveraging the research and clinical medical resources of institutions such as the School of Medicine of Sun Yat-sen University, Southern Medical University, and Guangzhou Medical University, and relying on the specialized biomedicine park in the Guangzhou Development Zone and its comprehensive manufacturing system, Guangzhou is establishing a collaborative research and innovation platform. This platform aims to promote in-depth cooperation between key pharmaceutical enterprises, research institutes, and third-grade level-A hospitals. By integrating the needs and resources of enterprises, hospitals, and research institutes, a new model of full-industry-chain collaboration is being realized, encompassing biomedicine innovation and R&D, clinical trials, manufacturing, market application, distribution, and sales. In terms of industry-academia-research collaboration, significant efforts are being made to accelerate the development of platforms such as the Guangzhou National Laboratory, the National Major Scientific and Technological Infrastructure for Human Cell Lineage, and the International Big Science Program for Human Proteome Navigation. Guangzhou also focuses on building various professional service platforms and a diversified service structure for the industrial chain, including contracted R&D and manufacturing. It supports and encourages leading enterprises to take the lead in forming innovation consortia to accelerate the R&D, clinical trials, and industrialization of innovative drugs and high-end medical devices.

Fifth, it is continuously improving its industrial ecosystem, enhancing the stability and competitiveness of its industrial and supply chains. The introduction and implementation of the *Several Policy Measures to Promote High-Quality Development of the Biomedicine Industry in Guangzhou* have provided a solid policy support for the development of the industry. The city fully leverages the “magnetic field effect” to attract and gather high-end innovative talents and resources centered around Nobel Prize winners, academicians from

the Chinese Academy of Sciences (CAS) and the Chinese Academy of Engineering (CAE), and industry-leading talents, thereby forming a strong multi-level talent echelon. In terms of domestic and international cooperation, the scale of state-owned pharmaceutical distribution enterprises continues to expand. Leading enterprises such as Guangzhou Pharmaceutical Holdings are actively exploring international markets and have reached multiple strategic partnerships with domestic and foreign enterprises, thereby enhancing their global competitiveness. The financial support has been significantly strengthened. Guangzhou Pharmaceutical Holdings and Alliance BMP Limited, Walgreens Boots Alliance's wholly-owned subsidiary, jointly established a RMB 1 billion industrial fund in cooperation, becoming the first successful Qualified Foreign Limited Partner (QFLP) pilot fund in Guangzhou. Guangzhou has established an industrial investment parent fund of 150 RMB billion and the Guangzhou Innovation Investment Parent Fund of RMB 50 billion. Utilizing an operational model of "parent fund + parent fund + sub-fund + direct investment", these funds support enterprises, including those in the biomedicine sector, to accelerate their development.

3. Overview of the Pharmaceutical Industry Development in Taizhou China Medical City (CMC)

In February 2005, the Jiangsu Provincial Party Committee and the Jiangsu Provincial People's Government made a significant strategic decision to "build a pharmaceutical industry park and create a China Medical City"（Hereinafter referred to as the CMC）. In November 2006, the CMC officially started construction. On March 18, 2009, the State Council approved the upgrading of Taizhou Medical High-Tech Zone to a national high-tech zone, making it the first national high-tech zone in the pharmaceutical sector in the country. In February 2010, the Ministry of Science and Technology, the Ministry of Health, the State Food and Drug Administration, the State Administration of Traditional Chinese Medicine, and the Jiangsu Provincial People's Government officially launched the mechanism for jointly establishing the CMC, making it the only high-tech zone in the country co-constructed by both national

ministries and a provincial people's government. In June 2021, the Taizhou Medical High-tech Zone and the Gaogang District officially integrated into a development initiative. In the 2023 national ranking of comprehensive competitiveness of biopharmaceutical parks announced by the Ministry of Science and Technology, CMC entered the top 10 for the first time, ranking 9th. The "Taizhou-Lianyungang-Wuxi Biopharmaceutical Cluster" has successfully been selected as one of the 20 advanced manufacturing clusters in the third round nationwide.

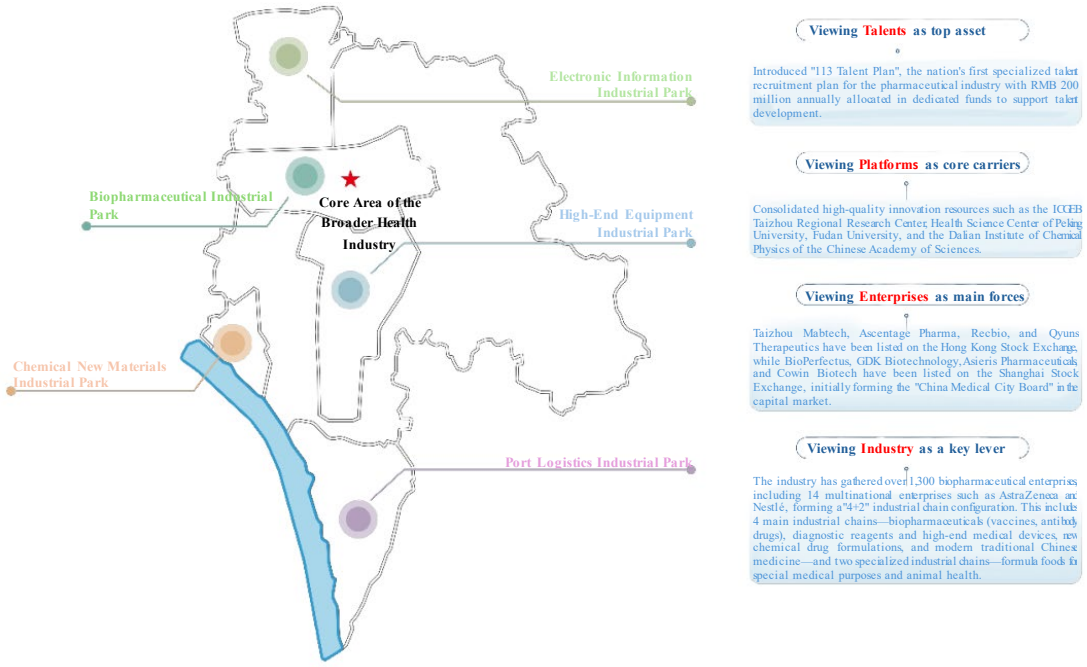


Figure 18: Industrial Layout of China Medical City
Source: Taizhou Industrial Planning

(1) Adhere to distinctive development and create an industrial highland

CMC has gathered over 1,300 biopharmaceutical enterprises, including 14 multinational enterprises such as AstraZeneca and Nestlé, forming a "4+2" industrial chain configuration. This includes 4 main industrial chains—biopharmaceuticals (vaccines, antibody drugs), diagnostic reagents and high-end medical devices, new chemical drug formulations, and modern traditionalized Chinese medicine (TCM)—and two characteristic industrial chains—formula foods for special medical purposes and animal health. Among them, the industrial chain of biopharmaceutical (vaccines, antibody drugs) serves as the nation's only pilot for the

industrial agglomerated development of new vaccines and specific diagnostic reagents. It has established China's first national-level training base for drug (vaccine) inspectors. 5 human vaccine enterprises have obtained the *Drug Production Certificate* accounting for 5/9 of those in Jiangsu Province and 1/9 nationwide, with the highest industrial concentration in the country's parks. In the industrial chain of diagnostic reagents and high-end medical devices, the total number of enterprises accounts for 13% of the entire province, with the number of diagnostic reagent enterprises exceeding 20% of the province. The industry chain is complete and product varieties are comprehensive in key fields such as genetic testing, RNA, and POCT (Point-of-Care Testing). A total of over 1,100 Class II and Class III medical device registration certificates have been obtained. In the industrial chain of chemical drug in formulations, more than 30 enterprises with over 50 production lines have officially put into operation. Innovative categories in key areas such as cardiovascular diseases, photodynamic drugs, and anti-tumor treatments have been industrialized. An R&D and industrialization system for innovative chemical drugs, centered on the R&D of new target anti-tumor drugs, has been established. The industrial chain of modernized TCM, led by Yangtze River Pharmaceutical Group, houses 9 key TCM manufacturing enterprises in the park. These enterprises have achieved the industrialization of TCM products in areas such as cardiovascular health and new TCM formulations. This has resulted in a modernized TCM R&D and production system that is guided by clinical value and supported by innovative formulations. The industrial chain of FSMP has been approved as a national "Special Food Industry Cluster Demonstration". Enterprises in production account for 40% of the province's total, and the registration certificates of foods for special medical purposes account for 28% nationwide and 75% within the province. Both the industry scale and the number of approved products rank first in the country. In industrial chain of animal health products, the focus is on the development of three major specialty products: veterinary biological products, pet medicines, and veterinary diagnostic reagents. A total of 16 veterinary drug registration certificates have been approved, 25 varieties have been launched and sold, 15 production lines have been put into operation, and more than 20 varieties are currently under research.

(2) Persist in Momentum Transformation and Create an Innovation High Ground

CMC consistently views innovation as the primary driving force for development, aggregating innovative elements and resources to construct a new type of innovation system. The concentration of innovative talent is accelerating. CMC has introduced the "113 Talent Plan", the nation's first specialized talent recruitment plan for the pharmaceutical industry, and established its brand of the national "Overseas High-Level Talent Innovation and Entrepreneurship Base". Each year, it allocates RMB 200 million in dedicated funds to support talent development named 113 Talent Plan. Now it forms a three-tier system of talent crecit, comprising about the "113 Talent Plan", the provincial "Innovation and entrepreneurship Plan", and the national high-end expert program (Thousand Talents Program). Through methods such as "project-based talent attraction, platform-based talent acquisition, industry-based talent gathering, and talent attracting talent", the CMC focuses on the most developed countries in the biopharmaceutical sector in Europe and the United States. By emphasizing the recruitment of benchmark leading talents in various fields, it has cumulatively attracted over 4,300 high-level biopharmaceutical talents from both domestic and international sources. Additionally, it has flexibly recruited 11 academicians from the CAS and CAE and 68 national-level high-end experts, placing its high-end talent pool among the top in similar parks nationwide. The functionality of the platform is being rapidly improved. It regularly holds joint meetings between ministries and the province, the China Medical City Expert Advisory Committee meetings, and pharmaceutical summits to promote the resolution of major development issues in the park at a high level. It deepens cooperation with major institutions and organizations, gathering high-quality innovative resources from top domestic and international universities and research institutions such as the first International Center for Genetic Engineering and Biotechnology (ICGEB) Regional Research Center, Health Science Center of Peking University, Fudan University, and the Dalian Institute of Chemical Physics of the CAS, to build high-level R&D platform carriers. Following the industry's development patterns, it has established 21 distinctive technical platforms, including a vaccine engineering center, to

provide "full-chain" technical services. The park is home to over 70 R&D institutions. Key enterprises in the park have established industry-academia-research collaboration relationships with more than 100 domestic and international universities and research institutes. Financial capital is accelerating its influx. It has introduced implementation measures to support small loans and guarantees for pharmaceutical technology enterprises, and established a financial service support system that includes government subsidies during the startup phase, technology credit support during the growth phase, direct equity financing during the maturity phase, and listing cultivation during the expansion phase. A total of 24 industrial funds has been established successively, with a registered scale of RMB 12 billion. Taizhou Mabtech, Ascentage Pharma, Recbio, and Qyuns Therapeutics have been listed on the Hong Kong Stock Exchange, while BioPerfectus, GDK Biotechnology, Asieris Pharmaceuticals, and Cowin Biotech have been listed on the Shanghai Stock Exchange. It is expected that by 2025, the number of listed enterprises will reach 20, initially forming the "China Medical City Board" in the capital market.

(3) Adhere to Professionalism and Efficiency, Create a High-Quality Service Hub

The CMC comprehensively optimizes its environment for governmental and business services, industrial development, internationalization, and culture. It also accelerates the creation of an open, inclusive, and vibrant innovation ecosystem. Its professional services are of high quality and efficiency. Based on the characteristics and specialized requirements of the pharmaceutical industry, the CMC focuses on the entire development cycle of the industry, including attraction and development, application and registration, financial support, and market expansion. It has gathered over 100 highly specialized professionals with backgrounds in biopharmaceuticals to provide proactive involvement, full participation, and comprehensive services. It has innovatively established a public service platform that covers the entire process of the biopharmaceutical industry chain—the country's first "Drug Regulatory Service Complex". With a "1+4+3" joint working model, enterprises as well as innovation and entrepreneurship teams can share platform resources and accelerate the transformation of

innovative achievements. It provides targeted support through industrial policies. The CMC has issued the *Implementation Opinions on Promoting New Industrialization and Accelerating the Development of a Strong Manufacturing Park*, *Several Policy Opinions on Promoting New Industrialization and Accelerating the Development of a Strong Manufacturing Park*, *Implementation Opinions on Promoting High-Quality Development of an Open Economy*, and *Ten Policy Measures to Promote High-Quality Development of an Open Economy*. It has allocated real funds to accelerate the cultivation of new quality productive forces, with a focus on cultivating and strengthening enterprises, fostering innovative development, and promoting open development. It provides smooth and convenient governmental services. It benchmarks against international first-class standards, focusing on institutional innovation and process reengineering, strengthening the "user mindset", emphasizing "customer experience", exploring the approval models of "one-stop service" and "acceptance with missing documents", and implementing the "24/7 online service" scenario to fully enhance service efficiency. It adheres to the integration of industry and city, improving industrial carriers and urban functions. A series of urban functional projects such as leisure consumption, talent apartments, and education and medical care have been established, creating a new pattern of integrated development of production, living, and ecology.

4. Overview of the Biomedicine Industry Development in Muping District, Yantai City

The biomedicine industry is one of the 16 key industrial chains that Yantai City focuses on cultivating and developing, with its main hub located in Muping District.

Creating Industrial Parks with Carrying Capacities: Blue Medicine Valley • Life Island. The complex covers an area of 3.2 square kilometers, with a total investment of RMB 10 billion. The North Island is designated for high-end R&D as well as living facilities, the South Island is for the medical isotope drug industrial park, the East Island is for the stem cell and regenerative medicine industrial park, and the West Island is for the medical aesthetics and anti-aging industrial park. The complex has set up public platforms for cell products, gene

editing, FSMP, synthetic biology, CDMO+MAH, and warehousing logistics. Currently, all 86 individual buildings, totaling 900,000 square meters, have been topped out. These will be fully operational in the first half of this year. A total of 92 projects have been signed, with 40 enterprises registered and 6 projects under construction in the park.

Seizing the layout of two distinctive advantageous industries. Medical isotope pharmaceuticals: Centered around the leading domestic position of Yantai Dongcheng Pharmaceutical Group in the isotope drug field, more than 10 related projects are being established. Among these, the Yantai Lannacheng Biotechnology project has 6 innovative Class I radiopharmaceuticals entering clinical trials. The signing of a cooperation agreement for the first high-power medical electron accelerator in China aims to address the issue of over 90% reliance on imported raw materials for medical isotopes, thereby solving the "bottleneck" problem. The industrial park will build a complete industrial chain encompassing "raw material production, drug R&D, pilot-scale transformation, new drug clinical trials, product manufacturing, and nuclear medicine diagnosis and treatment applications", ultimately creating a core cluster area for the medical isotope health industry in Northeast Asia. Cell and regenerative medicine focus on advancing R&D project outcomes and the transfer and transformation of cutting-edge technologies in the areas of medical aesthetics, anti-aging, and chronic disease prevention and treatment. Among these, pilot project task book for 2 key national R&D project outcomes have been transformed in Muping, and 4 pharmaceutical products have met the technical requirements for GMP pilot production. The cell product pilot-scale transformation platform under construction is the highest-level and most comprehensive service platform in this field domestically, accelerating the capture of the high ground in the future life sciences industry.

Cultivating a group of biomedicine enterprises with innovative capabilities. Yantai Dongcheng Pharmaceutical Group is the world's largest producer of chondroitin sulfate and the largest biochemical raw material pharmaceutical production base in China. Baiao Regenerative Medicine is one of the earliest teams in China to conduct research in regenerative medicine, having achieved three highly influential scientific breakthroughs on a global scale. CSPC Baike's independently developed "Jinyouli", with a market share in China reaching up to 50%,

won the Second Prize of the National Science and Technology Progress Award, the highest national award in the pharmaceutical field. Shandong Fuhai Industrial is the largest domestic producer of aluminum-plastic combination caps for antibiotic vials and pharmaceutical aluminum bottles. Its series of pharmaceutical packaging materials are sold nationwide and exported to countries and regions such as the United States, India, the United Arab Emirates, and the European Union.

Note: The "1+4+3" joint working model: "1" refers to the nation's only state-level vaccine regulatory training base, responsible for the qualification training of vaccine inspectors nationwide; "4" refers to the provincial-level entities, including the directly affiliated branch of the Provincial Drug Administration, the Taizhou Inspection Branch, the Taizhou Sub-center for Review and Verification, and the Taizhou Branch of the Provincial Medical Device Testing Institute, which focus on managing and servicing the processes of drug and device acceptance, review, verification, inspection, and post-market regulation for pharmaceutical enterprises in Taizhou; "3" refers to the district-level entities, including the New Drug Application Service Center, the Pharmaceutical Policy Service Center, and the Review and Verification Service Center, which focus on the three stages of drug application, medical insurance market access, and post-market services, and liaise with the National Medical Products Administration, the National Healthcare Security Administration, and the Provincial Medical Products Administration.

5. Qidong biomedicine industry development situation

The life and health industry is one of the predominant sectors in the city's industrial system, which focuses on advanced manufacturing as the core, strategic emerging industries as key drivers, and a modern service industry improving in both scale and quality, all supported by a solid industrial foundation.

There are 6 listed pharmaceutical companies in the city, such as Bayer Pharmaceuticals, Pharmaceutical Light & Concord, Kingdom Way, Elyse, Ruizhi Pharmaceutical, Haoyuan

Pharmaceutical, and many high-quality medical device companies, such as Youchuang Biology, Yingcheng Medical, Kailian Medical, Haofeng Medical, Myron Medical, etc. At present, the city has 25 enterprises listed in the life and health industry. Covering pharmaceutical research and development services, biopharmaceutical, chemical preparations, implant intervention medical devices, biological reagents, a total of more than 80 medical varieties, of which 12 products have been identified as national key new products, 65 products have been identified as high-tech products in Jiangsu Province, Daxi, Ailewei, Gaitianli, white&black, Jinkhuaier and other products are well-known both inside and outside the country.

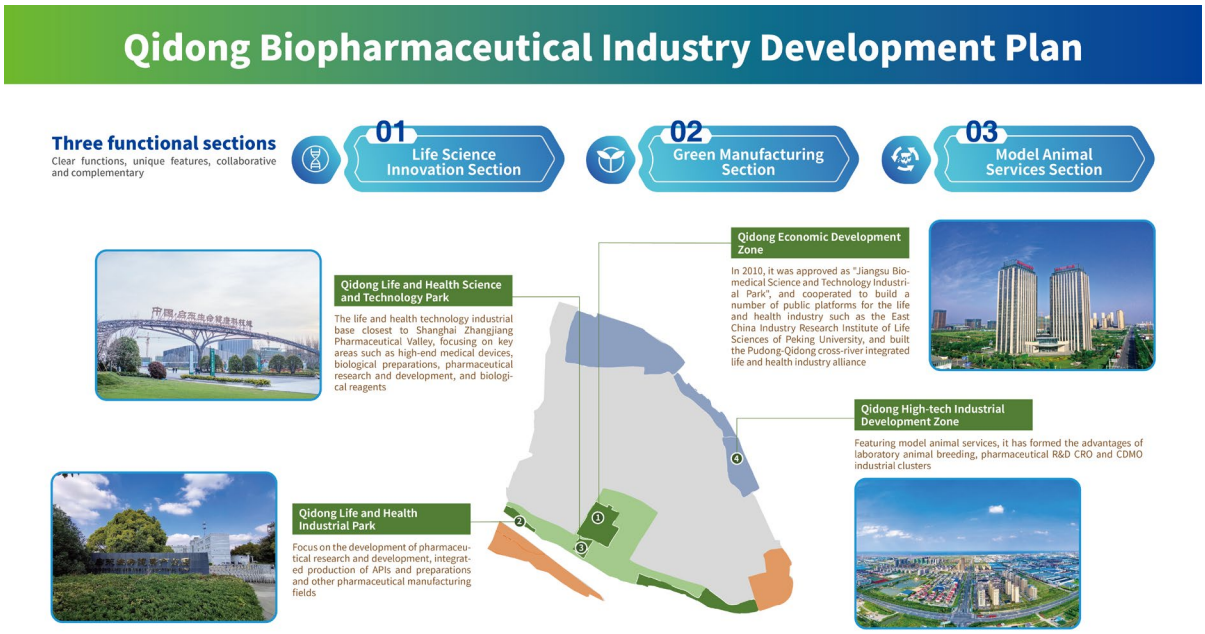


Figure 19: Qidong Biopharmaceutical Industry Development Plan
Source: Qidong City, Jiangsu Province

As early as 2005, Qidong was approved as the "National Torch Plan Qidong Biopharmaceutical Industry Base"; In 2010, Qidong Economic Development Zone was approved as "Jiangsu Province Biomedical Science and Technology Industrial Park". In recent years, Qidong has cooperated and constructed a number of public life and health industry platforms by making full use of high-quality resources from Beijing, Shanghai and other places. Among them, the Huadong Industry Research Institute of Life Sciences of Peking University has built a biomedical innovation base with an international vision and standard; Qidong Biotechnology

Innovation and Cooperation Park in Shanghai Free Trade Zone has a complete experimental animal system, building an "animal testing base" for the biomedical industry in the Yangtze River Delta.

At present, Qidong has formed three industrial layouts with clear functions, unique characteristics and complementary cooperation, including life science and innovation section with Qidong Economic Development Zone (Qidong Life Health Technology Park) as the core, green manufacturing section with Qidong Life and Health Industry Park as the carrier, and model animal service section with Qidong High-Tech Zone as the carrier.

Appendix 5: Recommendations for Enterprises

1. Further Improve the Registration and Access Policy Paths Suitable for the Consumer Health Industry

Modify Medication Classification, Expand OTC Medications: In China, the future outlook for the registration and access of OTC medications will include modifications to medication classification and the expansion of the range of OTC medications. In addition to establishing and improving the system, it is also necessary to drive market development through demand-side guidance and supply-side reform. Some other policies in the medical field, such as the reform and expansion of the drug supply side, have also indirectly contributed to changes in the diagnosis and treatment behaviors for ailments. In the national healthcare service plan released by the UK Department of Health and Social Care in 2000, there was a commitment to evaluate prescription drugs and include more former prescription drugs that can be used for self-care under the management of OTC medications. This aimed to enhance the accessibility and fairness of healthcare services. This initiative has also indirectly enhanced the status and capabilities of community pharmacies in providing consultation for ailments, encouraging more patients to choose community pharmacies for consultation. Similar policies in China are also expected to enhance the role of community pharmacies, promote self-diagnosis and treatment of ailments, and improve the efficiency and equity of healthcare services.

Accelerate the process of converting high-quality prescription drugs to OTC drugs and improve the OTC conversion review system: Given that medical and pharmaceutical expenditures increase the fiscal burden on the government, the "prescription-to-OTC" conversion can serve as an effective measure to save national medical insurance funds. In the future, the process of converting high-quality drugs to OTC could be further accelerated. By

drawing on international standards to improve the OTC conversion review system, favorable conditions can be created for the "prescription-to-OTC" conversion of high-quality drugs, forming a win-win situation through the expansion of OTC products.

Separate List for Pediatric Medications: Refer to the *WHO Essential Drug List* to create a separate list for essential pediatric medications, prioritizing treatments for common pediatric diseases and symptoms. Children, as a special group of medication users, face issues such as a lack of dedicated medications and suitable dosage forms. In the adjustment of the essential drug list for children, the definition of pediatric medications should be broadened to include both pediatric-specific and pediatric-shared medications. It is encouraged to include more dosage forms that address common diseases and symptoms in young children to meet the medication needs of children of different age groups.

Encourage the approval and market launch of new OTC medications in key disease areas: Considering the long-term population trends in China and the current state of chronic diseases as serious threats to the health of Chinese residents, it is suggested that more encouraging measures be adopted in the future to aid the approval and market launch of new OTC medications in key disease areas such as pediatrics, women's health, and the three highs (hypertension, hyperglycemia, and hyperlipidemia). The principle of priority inclusion should be applied in the review and approval of new drugs.

Increase the policy efforts for cross-border e-commerce of OTC medications: Provide consumers with more cost-effective and personalized options, and promote domestic consumption. OTC products, unlike prescription drugs, are medications that consumers can use on their own based on their needs and have a higher safety profile. As the pilot work progresses, it is recommended to, firstly, include more categories that are urgently needed by the general public in the list, such as hair growth products, smoking cessation products, and children's health supplements. The second recommendation is to break through the limitation of "being marketed domestically" by introducing more products that have been on the market abroad for many years, have been proven safe and effective in multiple markets, have high demand, are reasonably priced, and are welcomed and anticipated by the public. Thirdly, foreign pharmaceutical sales enterprises, domestic distribution agents, third-party e-commerce

platforms, and other parties could be allowed to submit applications for category expansion to the competent authorities at any time or on a regular basis according to their needs. Fourthly, the expansion of the list of categories requires the establishment and implementation of a dynamic adjustment mechanism, with approvals granted either upon submission or at regular intervals (e.g., quarterly). The government can commission pharmaceutical experts to establish relevant review committees to ensure professional endorsement. Fifthly, continuously improve the information system, ensure comprehensive supervision of pilot drugs before, during, and after their use, enhance the informatization traceability system for pilot drugs, clearly delineate responsibilities, rights, and interests, and safeguard the safety and legal rights of the public in medication use.

2. Encourage Localization Development and Promote R&D and Innovation Suitable for the Chinese Market

Achieving localized production and innovation is key to the future development of the consumer health industry. In the future, enterprises need to strengthen their local R&D capabilities by establishing dedicated R&D centers to attract top local talent. This should be combined with international advanced technology and local market needs to develop innovative products. Enterprises should collaborate with local research institutions and universities to conduct joint research projects, actively apply for government research funds and innovation subsidies, and leverage policy incentives to promote R&D and enhance innovation capabilities through various means.

In terms of market access, China has recently introduced several preferential measures for foreign investment to further optimize the foreign investment environment. The national drug regulatory authorities have successively issued relevant announcements and application material requirements concerning the "transfer of overseas-manufactured drugs already marketed domestically to domestic production". These measures aim to enhance drug accessibility, meet the medication needs of the populace, and provide policy support to promote the high-quality development of the pharmaceutical industry. However, at the practical level, such as in the market access phase, domestically produced original research drugs face

difficulties due to "unclear identity" ("neither reference preparations nor generic drugs"), making it impossible to continue their original research rights. From a technical perspective, the original research status and rights of original research drugs should not be diminished after transitioning from "overseas to domestic". The approval of the drug registration application for the chemical drug technology transfer of original research drugs to domestic production signifies that the drug regulatory authorities recognize the consistency in quality and efficacy between the domestically produced original research product and the original research product. Therefore, enterprises are actively calling for equal treatment and rights for original research and locally produced drugs.

In terms of production and manufacturing, optimizing local manufacturing capabilities is particularly urgent. Investing in the construction of high-standard production facilities and introducing advanced production technologies and management models can effectively improve production efficiency and product quality. Developing local supply chains and reducing dependence on imported raw materials and components can both lower costs and enhance flexibility in responding to market changes. At the same time, strictly enforce quality control standards to ensure that every stage of production meets international levels, thereby enhancing the market reputation of local brands. For example, Bayer has established two supply centers focused on localized production and supply. Among them, the Qidong Supply Center is Bayer Consumer Health's largest production base in China. Currently, Bayer plans to establish a new modern multifunctional pharmaceutical and health product production base in Qidong, Jiangsu. This base will be used for the production of solid, liquid, semi-solid formulations, and laboratory capacity building, with an estimated investment of about RMB 600 million. The new factory will further meet the demands of the Chinese and overseas markets, promoting the quality development of the local industry.

In terms of localized product design, it is necessary to conduct in-depth market research to understand the needs and preferences of local consumers. Based on market feedback, continuously adjust and optimize product design to launch innovative products that meet the demands of the local market. Incorporating Chinese cultural elements into product design to

enhance consumer identification and brand loyalty is also an effective way to improve market competitiveness.

In terms of brand building, promoting the development of local brands is key to achieving localization. By utilizing localized marketing strategies and multi-channel promotion, increase brand awareness and market share. At the same time, through science popularization activities and health lectures, enhance consumers' awareness of local brands and products, and improve brand image.

3. Promote the Value and Innovative Applications of Consumer Health Products in Health Management

In comprehensive health management solutions, ailment management and self-care constitute the "first line of defense" in future comprehensive health management. However, the concept of ailments has not yet taken shape in China, and there is a need for long-term advocacy to promote the establishment of relevant management systems. In terms of policy advocacy, the current focus of China's healthcare system remains on major diseases. In promoting self-care for ailments and related medical services, the main advocacy direction can be centered on "popularizing the prevention and treatment of ailments and improving the health literacy of the entire population". Position "health literacy" as the focal point for integrating ailment management with the ongoing reform of China's current medical and health service system and the key initiatives of the *"Healthy China 2030" initiative*, with a strong emphasis on policy promotion efforts.

Short-Term Work (1-3 Years)

- Clarify Relevant Concepts and Provide Guidance: It is recommended that medical associations take the lead, in collaboration with clinical experts from general practice and emergency departments, to develop an *Expert Consensus on the Prevention and Treatment of Ailments*. In the *Consensus*, clearly define the definition and diagnostic criteria for ailments. Based on these standards, draft a list of ailments to guide the implementation of relevant education and diagnostic services.

- Create a Popularization Manual: Promote the development of illustrated guides and an *Ailments Diagnosis and Treatment Popularization Manual* for related diseases, providing the public with easily understandable and shareable guidance on the diagnosis and treatment of ailments, thereby enhancing residents' self-diagnosis and treatment capabilities.
- Home Medicine Cabinet Guidance: It is recommended to promote the formation of a *Home Medicine Cabinet Equipment and Usage Guide* by pharmacist groups. This guide aims to instruct the public on self-medication and healthcare behaviors for ailments, thereby enhancing the management and usage abilities of home medicine cabinets.

Mid-Term Work (3-5 Years)

- Promote Health Literacy: In first-to third-tier cities, incorporate the home treatment of ailments into the training lecture themes of the Health Literacy Grand Lecture Hall. Include issues related to ailments in the provincial *Resident Health Literacy Monitoring Survey Questionnaire* and widely disseminate knowledge on the prevention and treatment of ailments through various methods.
- Inclusion in Family Doctor Contract Services: Promote the inclusion of ailment consultations and home medicine cabinet management into local family doctor contract services in first-to third-tier cities. Additionally, pilot the involvement of pharmacists in these services to provide more professional consultations and guidance for ailments.
- Training for Community-Level Pharmacists: Establish a training management system where clinical pharmacists train community-level pharmacists. Promote local issuance of documents granting pharmacists the authority to prescribe for ailments, thereby enhancing the professional level and service capabilities of pharmacists at the community level.

Long-Term Work (5 Years and more)

- Popularization during Compulsory Education: Incorporate self-care for ailments into the physical education and health textbooks of compulsory education.

This initiative aims to help students develop health literacy from a young age and influence their families, thereby gradually enhancing health awareness across society.

- Involvement of Licensed Pharmacists in Services: The *Pharmacist Law* includes consultations for ailments as part of pharmacists' work, granting pharmacists prescription rights for a list of ailments and related service compensation. A systematic training and assessment framework should be established to ensure that pharmacists can provide high-quality diagnostic and treatment services for ailments.

4. Leverage the Unique Role of Traditional Chinese Medicine in Consumer Health

Traditional Chinese Medicine (TCM) possesses a unique theoretical system, diagnostic methods, and cultural attributes, emphasizing a holistic view and syndrome differentiation treatment that seeks to address the root cause of illnesses. By further expanding the dissemination scope of TCM culture and integrating it with modern health mindsets, various channels can be used to promote TCM health practices such as Tai Chi and Baduanjin. This approach allows the public to have more opportunities to engage with and understand traditional culture, thereby integrating TCM culture into daily life. At the same time, it is essential to deeply explore the connotations of TCM cultural resources, systematically review and excavate classical medical texts, and promote the creative transformation and innovative development of TCM culture. In addition, TCM health management services should be incorporated into basic public health service programs to better meet the health needs of the entire population.

Appendix 6: Cross-Border E-Commerce Policies and Pilot Programs Related to the Consumer Health Industry

Specifically, cross-border e-commerce OTC-related policies mainly establish two paths, namely the release of the *List of Imported Goods in Cross-border E-commerce Retail* and the cross-border e-commerce pilot policies:

1. Whitelist

The *List of Cross-Border E-Commerce Retail Imported Commodities* includes the following items related to pharmaceuticals and medical devices:

- Vitamins and their derivatives (Vitamins A, B, D, E...)
- Topical Over-the-Counter Drugs (Plasters)
- Traditional Chinese Medicine (TCM) (Chinese medicinal liquor, soothing ointments)
- Low-value consumables (gauze, bandages, etc.)

2. Cross-Border E-Commerce Pilot Policies

Beijing and Henan have released pilot policies for cross-border e-commerce, specifying corresponding rules for the pilot period, types of pilot enterprises, transaction platforms, list of applicable pharmaceuticals, tax rates, and other aspects.

- **Beijing's** pilot policy proposes the following rules:

(1) Pilot Enterprises: Enterprises registered within the administrative region of Beijing that possess corporate legal person status and qualifications as a third-party platform for online medical device transactions

(2) Trading Platform: E-commerce platform trading service systems established by pilot enterprises or their affiliated companies (such as Ali Health and JD Health)

(3) Applicable Pharmaceuticals: Pharmaceuticals and medical devices included in the cross-border e-commerce import positive list, which must be applied for and submitted for recordation review by pilot enterprises

- **Henan's** pilot policy proposes the following rules:

(1) Types of Pilot Enterprises: cross-border e-commerce platform enterprises, cross-border e-commerce enterprises, and their domestic agents

(2) Trading Platforms: Operate according to the "Three Platforms and One Center" model, namely the Medicine Exchange Network, the Special Supervision Zone Platform, the Local Pharmaceutical Pilot Foreign Trade Comprehensive Service Platform, and the Prescription Review and Circulation Center.

(3) Applicable Medications: 13 over-the-counter medications that have obtained marketing authorization within China (not included in the cross-border e-commerce positive list).

(4) Tax Rate: Zero tariffs, import value-added tax and consumption tax are 70%

Pilot Achievements: Currently, the cross-border e-commerce pilots in Beijing and Henan have both achieved excellent results. In particular, the import and export volume of Beijing's cross-border e-commerce increased by 15% year-on-year in 2023. Additionally, Henan has been approved for 5 integrated pilot zones for cross-border e-commerce in Zhengzhou, Luoyang, Nanyang, Xuchang, and Jiaozuo. Its import and export volume of cross-border e-commerce has grown from RMB 38.4 billion in 2015 to RMB 237.1 billion in 2023, with an average annual growth rate of over 25%.