

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

THIS REPORT CONTAINS ASSESSMENTS OF COMMODITY AND TRADE ISSUES MADE BY USDA STAFF AND NOT NECESSARILY STATEMENTS OF OFFICIAL U.S. GOVERNMENT POLICY

Voluntary Public

Date: 10/9/2012

GAIN Report Number: CH11832

China - Peoples Republic of

Post: Guangzhou

China Shenzhen Maternity Baby and Children Products Exhibition

Report Categories:

Trade Show Evaluation

Market Development Reports

Food Processing Ingredients

Approved By:

Jorge Sanchez

Prepared By:

Jericho Li

Report Highlights:

On September 23, ATO Guangzhou staff attended the China (Shenzhen) Maternity, Baby and Children Products (MBC) Exhibition held in South China's largest 1st tier city. This exhibition is considered to be a specific trade show for maternity and baby products in the South China market. Exhibitors primarily include manufacturers and general agents of baby products. Other than a wide collection of baby and children care products, baby wear, toys, food and health supplements, imported brands of infant formulas and baby milk powder are key products featured during the Exhibition.

General Information:

More Imported Brands, Much More Intense Competition

Around 25 baby food manufacturers/general agents set up their booths during the three-day exhibition. Almost 90 percent of imported were baby formula brands from the United States, Korea, Australia, New Zealand, Spain, France, Korea, and the Netherlands. Except for China-manufactured, Mead Johnson, all the other brands are seeking regional agents through this show. Mead Johnson’s infant formula processed in their production base in Guangdong province. The company enjoys favorable nationwide parental approval ratings. Mead reputation also ranks high with local officials who recognized their U.S. characteristic of producing high quality and safe goods. During Mead Johnson’s booth was busy with many show visitors, and they were the only exhibitors at this show that offered parental guidance infant milk feeding and selection onsite.



food products the best-selling products are Johnson’s the MBC show, short courses on

Although this exhibition tends to be more consumer-oriented, most of the infant formula exhibitors still find it customer awareness and identify interested regional distributors. Some also reported that they were approached retailers as well as childrens’ care and baby product chain stores.



Infant formula exhibitors at Shenzhen MBC show

an appropriate occasion to build up by retail store managers, online baby food

Many of the baby food brands which exhibited at the MBC show reported that infant formula is the primary companies also featured ready-to-eat baby food supplements. The following table shows comparison of several infant formula brands during the exhibition. ATO Guangzhou conducted a more detailed China baby food GAIN report (Report number: CH11825) with much in-depth research.

Brand	Brand Origin	Selling Points	Advantages/marketing claims	Quality Certification	Marketing Strategies	Existing Market	New to Mainland Market
-------	--------------	----------------	-----------------------------	-----------------------	----------------------	-----------------	------------------------

Neoangelac Plus (安琪兒)	France	1. AA + DHA + Iron + Taurine + Linoleic acid + Linolenic acid 2. Vitamin A + Vitamin C + Vitamin E + Selenium	a. good for the development of brain & vision b. good combination to develop a strong immune system	HACCP/ISO9001	designed for Asian babies' physique	Hong Kong/Taiwan	Yes
Ameribella (美嬰寶)	U.S.A.	DHA+ARA+PhD, DHA extracted from algae instead of fish	Life's DHA™ from algae is a vegetarian source of DHA. Unlike fish, there is no risk of ocean-borne pollutants or GMOs	FDA/ISO9001/HACCP/USDA/SCEC/Orthodox Union Certification	Used Martek technology to extract DHA from algae, is an FDA-inspected and approved	Hong Kong	Yes
NuGene (紐健力)	New Zealand	1. 100% marine source Omega3 DHA & Omega6 ARA 2. Nucleotides & lactoferrin 3. Prebiotics GOS & FOS	a. brain, nerve & eye development b. maintain the natural immune system & support antibacterial activity c. easy to digest and supports the development of the digestive tracks	FDA/MAF/NZFSA/ISO9001/CIQ Food Safety Certification	designed for Asian babies' physiques, 100% close to breast milk	Hong Kong/Mainland	No
Nutricia Almiron (牛栏爱儿润)	Spain	1. Vitamin A + Vitamin C + Vitamin D + Iron+ Fatty acid 2. Balanced protein level 3. Prebiotic fibre	a. good for immune system & energy ingestion for growth b. easier on kidneys				Yes

Brand	Brand Origin	Selling Points	Advantages/ Marketing Claims	Quality Certification on package	Marketing Strategies	Existing Market	New to Mainland China Market
-------	--------------	----------------	------------------------------	----------------------------------	----------------------	-----------------	------------------------------

Lactana (德国特福芬)	Germany	<ol style="list-style-type: none"> 1. unique triple combination of AA&DHA + Probiotic + Organic 2. Carbohydrates only made up of lactose 3. Free of crystallized sugar 4. Free of gluten 5. Contains organic apple, banana and orange powder 	resemble the composition and nutrition of breast milk	EU Organic Farming/COFCC/China Organic	<ol style="list-style-type: none"> 1. Products contain no residues of pesticides or substances 2. milk cow fed with organic grass and feed 	Mainland/Hong Kong	Yes
Karihome/Goat Milk (卡洛塔妮)	New Zealand	<ol style="list-style-type: none"> 1. AA+DHA+NUC+CLA+EGF+SA+POL fro goat milk 2. good combination of prebiotics 	improve babies' allergic development		<ol style="list-style-type: none"> 1. goat milk protein structure closer to breast milk than cow milk 2. reduce babies' allergic problems 	Mainland/Hong Kong/Taiwan	Yes
Friso (美素佳儿)	Holland	1. AA+DHA+β-Carotene+ prebiotics	<ol style="list-style-type: none"> a. good for babies' immune system b. support easy digestion c. helps brain and vision development d. reduces excessive "heat" generated inside body 		online traceability system established for consumers to track whole production and transportation process	Mainland/Hong Kong/Taiwan	No

Other welcomed baby food

Other baby imported and preferably U.S. health products are welcome by Chinese parents, although the trend setters remain Hong Kong and Taiwan retailers and brands. Some infant formula developers Post spoke with are testing various types of supplements made from imported materials combined with different types of Chinese herbs, to help clear the body of “inner heat” (or inflation) and “inner dampness” (similar to anemia), improve digestive functions, and guarantee a healthy stomach. Many babies might experience eating, digesting and defecating problems due to daily absorption of lower quality domestically-produced milk-based powders. Thus, these types of milk supplements are quite welcome by Chinese parents.

Local consumers are looking to Hong Kong and Taiwan and U.S. exporters are widely exhorted to invest resources in those markets as a platform into the Mainland China market.