

2024营养星球大赏

Nutrition Look

链接 卓越营养人
每一位

2024健康营养行业 品牌渠道发展洞察

Insights into Brand & Channel Development
of Nutrition Industry 2024

NHNE 中国国际健康营养博览会 出品
China International Natural Health & Nutrition Expo (NHNE)

NHNE  营养星球大赏
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1200+健康营养品牌方问卷调研

More than **1200** health & nutrition brand questionnaires

10000+活跃专业观众数据调研

Data research of more than **10000** active professional visitors

32次深度访谈

32 in-depth interviews

B2B专业展会 品牌商 & 渠道商
&健康营养行业不同终端消费者

联袂打造

关于行业概况 品类情况 消费者洞察 原料创新趋势 行业内参

Industry overview, Category situation, Consumer Insight, and Trends in raw material

innovation are derived from consumers & brand & channel merchants based on B2B exhibits.

从展会视角看行业

Viewing the industry from the perspective of exhibitions

61次企业走访

61 business visits

历时 **120**天

120days

NHNE



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NHNE 观点：

NHNE Views

01 渠道融合与多元化发展 Channel integration and diversification

企业开始寻求公域流量的多途径融合，并且不再局限于单一的销售渠道

Businesses seek synergy across public domains, transcending single-channel sales models

02 人物IP成为内容营销的重心 Personality IPs in content marketing

通过与专业营养师链接打造个人IP和意见领袖，隐形冠军藏在直播间里

Link with professional nutritionists to create personality IPs and opinion leaders; invisible champions hide in the livestreaming room

03 专业性与功能性产品 Specialty and functional products

专业性与功能性产品受到青睐，临床试验的产品是持久生命力

Products with specialized and functional attributes are favored, with clinically tested products showing enduring vitality

04 私域流量与品牌建设并重 Private domain traffic and brand building

私域迭代更新快，打造短线爆品更应注重长久运营

Agile private domain strategies alongside long-term brand cultivation amid rapid iterations

05 供应链管理 with 成本控制挑战 Supply chain management & cost control

加强供应链管理，优化成本结构，提升整体运营效率对企业来说尤为重要

Strengthening supply chain management and optimizing cost structures are crucial for improving overall operational efficiency

06 做好人群定位 Accurate market positioning

消费两极分化，高端的人依然高端消费，底端的人选择便宜的产品

As consumer markets polarize, high-end consumers continue upscale spending, while the lower-end opts for more affordable products

行业概况

Industry overview

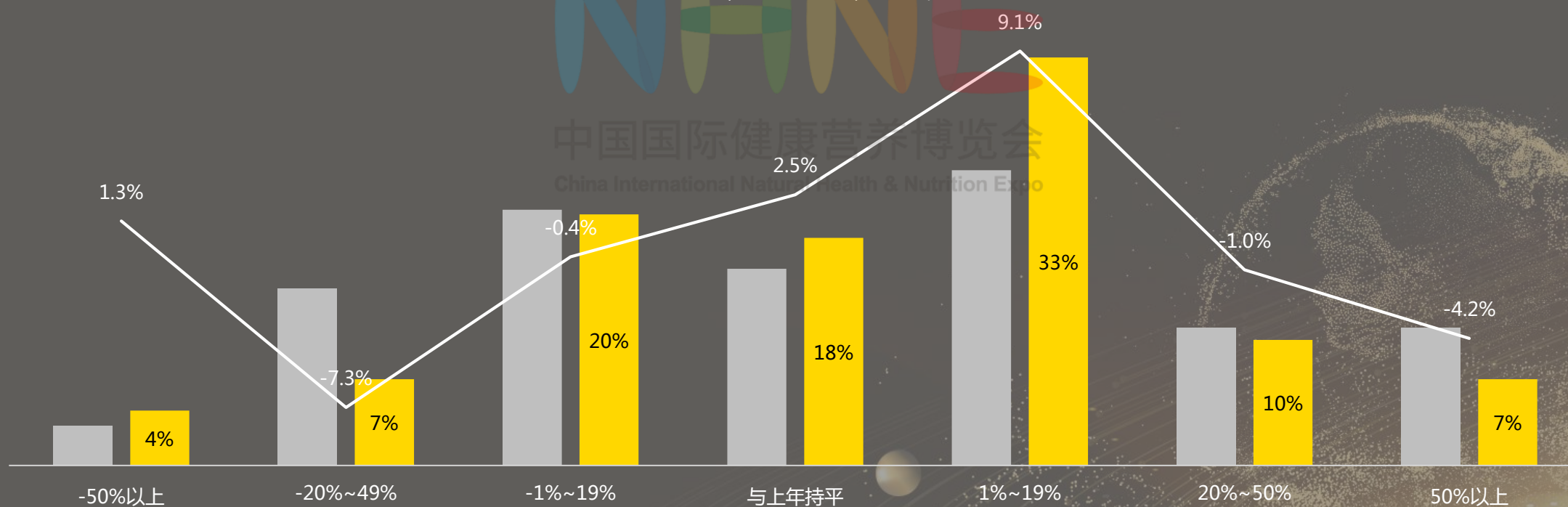


行业格局趋于稳定，七成企业业绩保持在增减20%

The industry landscape is stabilizing, with 70% of businesses maintaining a performance growth/decline within 20%

2023年销售额增长率 SALES GROWTH RATES IN 2023

2022年 2023年 同比



品牌企业寻求突破的第二增长曲线

The second growth curve for branded companies that are looking for a breakthrough

品牌选择哪种方式作为生意突破口？

How do brands choose their breakthrough strategy?



以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/385231040100011311>