

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)

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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

**120**days

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 供应链管理与成本控制挑战 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

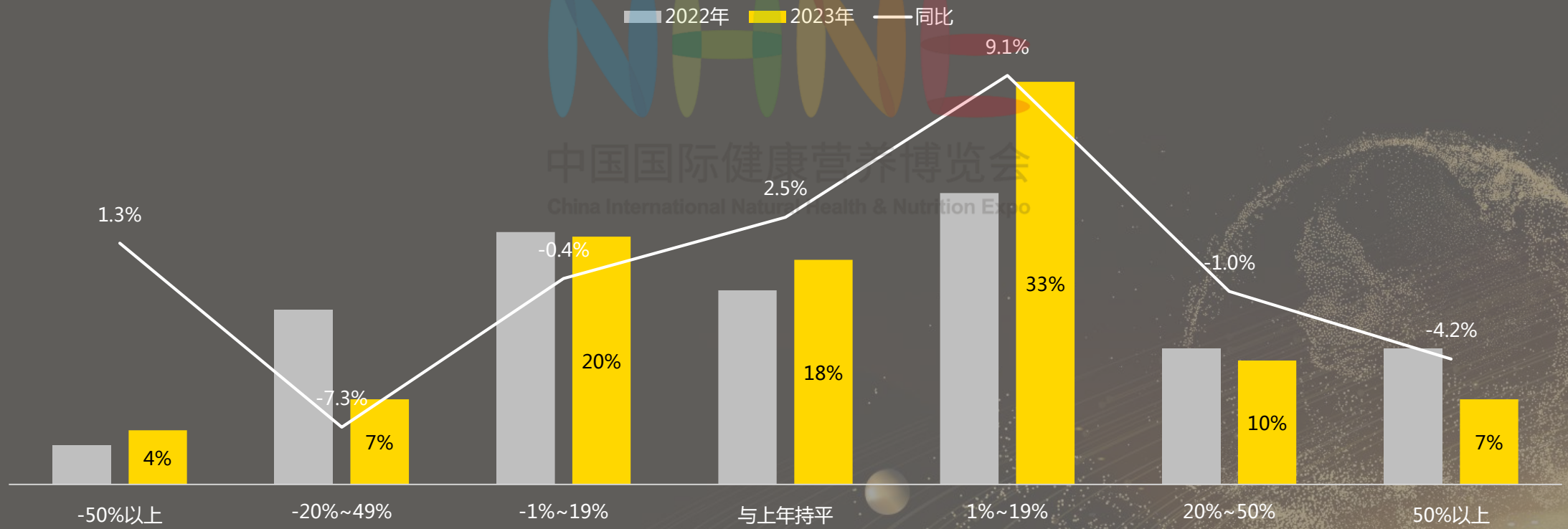
## Industry overview



## 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



## 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>