

Analysis on the Status Quo of Health Food Purchase for Overseas Tourists in China

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Abstract. With the improvement of people living standard, people material demand for a better life is also increasing. In recent years, the number of Chinese tourists traveling overseas is increasing year by year. While Chinese tourists are traveling, they are accompanied by a large amount of shopping. Among them, health food has become the main target of Chinese consumers.

Keywords: health food; the comparison of health products brands at home and abroad; suggestion.

1. Introduction

China, as a large country with 1.4 billion people, has the highest consumption capacity in the world. From 2009 onwards, China's consumer's overseas consumption has entered a rapid growth stage, the number of outbound visitors to the annual growth rate of 20% to make our country leaped into the world's largest tourist source country. Overseas markets have taken Chinese consumers as the main force in the market. As Chinese residents increasingly favour outbound travel, overseas consumer goods have become a target for Chinese residents to buy.

But in the domestic, the public concern about the domestic brand of health food is not high, resulting in China's independent brand in the consumer's support is low, sales and visibility is far lower than the foreign brands, which in fact greatly affected the development of Chinese-made brands and our self-developed products to go out of confidence.

Why are our consumers more willing to buy overseas products? This article chooses the representative overseas brand which our country consumer buys and compares it with the domestic health food brand, analyzes the reason that the consumer buys the overseas health food.

2. The Status Quo of Foreign Health Food Purchases by Tourists from Outside China

Health food is also known as functional food. A specific type of food. "Health food registration and record management measures" since July 1, 2016 formally implemented, strictly defined: health food is claimed to have a specific health function or to supplement vitamins, minerals for the purpose of food, that is suitable for the specific population to eat, with the regulation of body function, not for the purpose of treating diseases, and the human body does not produce any acute, sub-acute or chronic harm food.

As the end customer of the health care industry is mainly social consumers, with the improvement of people's living standards and the promotion of health concept, market capacity has been expanding in recent years, China's health food industry into a rapid growth period.

2017 annual sales of health food products in Ali e-commerce 15.07 billion, maintaining rapid growth. November, December sales of +52.7%, +25.8%, still keep up a rapid growth trend, comparing to the same period last year.

From the above data, it can be seen that China's consumer health food purchasing power is in a rapid growth stage, health food has a huge market potential. However, compared to domestic health care products, consumers are more favored foreign brand products. China's health care industry development has been very rapid, but compared with developed countries, the development of domestic health products is not satisfactory. Therefore, most of our consumers choose to buy locally produced health food abroad.

2.1 Chinese Overseas Tourists buy Numerous American Health Food

Table 1. Chinese overseas tourists buy numerous American health food

Name	Origin	Specifications	Price	Main Ingredient	Effect
GNC Fish Oil	Pittsburg, Pennsylvania, USA	90 Grain / bottle	\$9.99	Omega-3 , EPA/DHA	Anti-inflammatory, anti-thrombosis, anti-heart rhythm formation, lower blood lipid
Schiff Move Free JOINT HEALTH Advanced Glucosamine Chondroitin	Utah State Salt Lake City, USA	200 Grain / bottle	\$20.72	Glucosamine, chondroitin, Uniflex	Treatment of rheumatic joint pain
Nature ' s Bounty MEGA SOY lecithin Soft Capsules	New York, USA	100 Grain / bottle	\$16.98	Soy lecithin	Dredge blood vessels, protect heart health, and promote brain development.
Doctor ' s best High absorption CoQ10	Irvine, California, USA	100mg*60 Grain / bottle	\$10.39	Auxiliary Enzymes Q10 , black pepper extract	Auxiliary Enzymes Q-10 strengthens the immune system, protects the heart, the liver, the kidney from the damage of free radicals.
GNC Grape Seed Extract	Pittsburg, Pennsylvania, USA	100 Grain / bottle	\$33.99	Grape Seed Extract	Conducive to the production of collagen, maintain smooth skin.

GNC to become the United States first nutrition brand pride, the pursuit of the whole product is national security by the United States National Security and Health Foundation certification. GNC brand's production facilities and product character sets are strictly required by the U.S. National Security and Health Foundation's independent inspection side and validation procedures.

As a well-known American brand, GNC The popularity among Chinese consumers is also high. Many of the products purchased include deep sea fish oil, grape seed extract, etc. GNC deep sea fish oil is extracted from the deep sea of cold water fish oil, which contains concentrated sea products, including the essential fatty acids in a healthy diet, is known as the EPA and DHA. The main

ingredient of fish oil is the polyunsaturated fatty acid EPA and DHA. Fish oil can take away too much cholesterol in the blood, and it also has anticoagulant function to prevent cardiovascular disease.

Schiff's most famous product is Move Free. Move free contains glucosamine hydrochloride is the most common beneficial bone substance, as Schiff's patented products, limited product line, the price, the United States doctor recommended more, the brand passed the NFA Certified by the National Nutrition Food Association (USA).

Doctor's best, the famous American health care brand, was founded in 1990 and is based on extensive and in-depth scientific research covering cardiovascular, skeletal, eye, antioxidants, vitamins, herbal extracts and mineral supplements. Doctor's best quality and has passed HACCP certification, ISO9001 certification and GMP certification.

Nature's Bounty, is the American dietary supplement classic brand, with "natural nutrition brings health" concept and excellent quality sold worldwide. Nature's treasure has always been dedicated to helping people improve their health and improve their quality of life.

2.2 Chinese Overseas Tourists buy Numerous Australian Health Food

Table 2. Chinese overseas tourists buy numerous Australian health food

Name	Origin	Specifications	Price	Main Ingredient	Effect
Swisse Calcium+ Vitamins D	Melbourne, Australia	90 piece / bottle	\$17.99	calcium Vitamins D3	strong muscles, bones, teeth; Vitamins D3 helps to absorb calcium, Protects skin, antioxidant, edema, anti-allergy, eye protection, blood vessels
Swisse HIGH STRENGTH Cranberry	Melbourne, Australia	30 Grain / bottle	¥98	Cranberry	Regulates endocrine, relieves pre-stress symptoms and improves skin quality
Blackmores EVENING PRIMROSE OIL	Sydney, Australia	190 Grain / bottle	\$39.99	EPO	Helps maintain heart, blood vessels, brain, eye health
Blackmores ODOURLESS fish oil	Sydney, Australia	200 Grain / bottle	\$22.99	Omega-3,EPA,DHA	Maintain capillary health, improve blood circulation, antioxidant
Health Care Grape Seed	Australia	300 Grain / bottle	\$29.99	Vitamins E , flavonoids, linoleic acid and OPC	

When it comes to health food, people first think of the Australian brand. This is closely linked to Australia's advanced biological and pharmaceutical technologies and the stringent health food quality system. As a well-known Australian brand, Swisse was founded in 1960 in Melbourne, Australia, and is a natural health brand in Australia. It adheres to the concept of scientific and natural health products that aim to make life healthier and happier for people around the world. Swisse calcium tablets cover all ages, price parity big, 2-3 tablets per day, with meals or immediately after meals, all kinds of product functions including the promotion of adolescent bone growth and development, for

breastfeeding and pregnant women to provide calcium, prevention and treatment of elderly osteoporosis, lumbar acid back pain, cramps.

Blackmores, provides a range of high-quality vitamins, minerals, herbs, and Nutritional supplements. Founded in 1930, after 87 years of efforts, it has grown to be the most trusted life Science and Technology health food company in Australia and the world.

Health Care, Australia health care products brand. Nature's care raw materials use organic, pure natural plants and non-polluting marine organisms, in aseptic, vacuum manufacturing production. All production procedures and management are in compliance with GMP stringent control standards, and all products comply with the Australian National Drug Administration (TGA) Regulations and requirements and conform to the actual brand specifications.

2.3 Chinese Overseas Tourists buy Numerous Japanese Health Food

Table 3. Chinese overseas tourists buy numerous Japanese health food

Name	Origin	Specifications	Price	Main Ingredient	Effect
ナットウ キナーゼ EPA DHA	Japan	30 pills	1,500円 (税込 1,620 円)	EPA, DHA	Reduce blood lipid, prevent colorectal cancer, etc.
女性保健 薬 命の母 A	Japan	84錠	700円 (税込 756円)	The end of Cassia, the end of Rhizoma Chuanxiong, etc	Women's Health medicine.
糖流茶 < ティーバ ッグ>	Japan	10g×24 bag	1,200円 (税込 1,296 円)	Mulberry leaves, guava leaves, Barnabas leaf, persimmon leaf and so on.	Inhibition of sugar absorption
圧流茶 < ティーバ ッグ>	Japan	10g×24 bag	1,200円 (税込 1,296 円)	Houttuynia cordata, Cassia seed tea, Xuan rice, and so on.	Improve blood flow in the brain,
大麦若葉 粉末100% スティッ クタイプ	Japan	3g×22 bag	1,500円 (税込 1,620 円)	Contains food fiber-led and other ingredients.	Supplement vegetable intake, bowel catharsis, and balanced nutrition.

Kobayashi Pharma Company offers products that are not only limited to pharmaceuticals, but also include oral care, skin care, nutritional supplements, and aromatic deodorants. The company always stands at the customer's point of view, the urgency of customers, thinking about helping customers solve difficult ways. In order to let customers, feel happy, but also the pursuit of production can let customers really think that effective, satisfied with the product.

Since its inception in 1977, Yamamoto Hanfang Pharmaceutical Company has been respecting the concept of "health management before illness" in eastern medicine. From the beginning of the selection of raw materials to establish strict standards, not only Japan, but also comply with national laws and regulations, and in accordance with industry independent benchmark for raw material inspection.

3. Comparison of Domestic and Foreign Health Food Brands

3.1 Domestic and Foreign Deep Sea Fish Oil Brand Comparison

Deep sea fish oil is a large proportion of health food products, which has the following role: 1, Brain puzzle. DHA in deep sea fish oil is another kind of special unsaturated fatty acid, which is the essential material base for the formation, development and operation of brain cells. 2, protect the cardiovascular, to ensure smooth flow of blood. The EPA ingredient in deep sea fish oil is a special unsaturated fatty acid, a protective factor for blood circulation. 3, help fight inflammation. EPA and DHA also have anti-inflammatory activity. Therefore, fish oil is often used to improve various inflammation such as rheumatoid arthritis. 4, improve the bad mood. EPA and DHA are closely related to emotional balance.

Table 4. GNC sea fish oil soft capsule and Nutrilite Heart Health Omega comparison

Name	Origin	Specifications	Price	Main Ingredient
GNC Fish Oil(1000mg)	Pittsburg, Pennsylvania, USA	360 Grain / bottle	¥150	Omega-3, EPA/DHA
GNC Fish Oil (America)	Pittsburg, Pennsylvania, USA	90 Grain / bottle	\$9.99	Omega-3, EPA/DHA
Nutrilite Heart Health Omega	Guangzhou, China	1.06g/Grain*90 Grain	¥330	vitamin(e),EPA/DHA

3.2 Comparison of Calcium Tablet Brands at Home and Abroad

With the full opening of the second child policy and the increasing population aging society, the problem of calcium supplementation has become more and more concerned by Chinese residents. A new study shows that the daily calcium intake of adults in the world shows a significant difference, China is the least one of a kind of region, and this shows that China's calcium preparation market potential.

Table 5. Swisse Calcium and JZ guyou Calcium comparison

Name	Specifications	Price	Main Ingredient	Tip
Swisse Calcium+ Vitamins D	150 piece / bottle	¥138	calcium Vitamins D3	Not suitable for people under the age of 18
Swisse ULTI BOOST Calcium + Vitamins D(Australia)	90 piece / bottle	\$17.99	calcium Vitamins D3	Suitable for adults
JZ guyou Calcium	30 pills/box	¥48	Shark cartilage powder、 calcium carbonate、 Vitamins D	Suitable for middle aged and elderly

3.3 Comparison of Vitamin Brands at Home and Abroad

Table 6. Centrum natural Vitamin E and YangSheng Tang natural Vitamin E comparison

Name	Origin	Specifications	Price	Main Ingredient
Centrum natural Vitamin E	Guangzhou, China	0.5g/grain*60/box	¥258	Co-Q10, Vitamin E
Centrum natural Vitamin E (America)	America	200 pills/bottle	¥137.7	vitamin D3
YangSheng Tang natural Vitamin E	Haikou, China	250mg/grain*100/bottle	¥118	Natural Vitamin E, gelatin, glycerin

3.4 Conclusion

Through the comparison of overseas brands and domestic brands, it is not difficult to find that the same brand, the price of foreign official website is lower than the price of the domestic official website, in the same product composition, foreign brands occupy a quality advantage. To develop Chinese brands, we must start with ourselves and improve the quality of our products. Secondly, we can compete with foreign brands by means of effective marketing and the advantage of curative effect of Chinese medicine to promote local brands.

4. Analysis of the Consumption Situation

4.1 Consumers have a Poor Impression of Domestic Health Food.

In the 581 valid questionnaires, 52.67% of the consumers tend to buy imported health food, while 16.7% tend to buy domestic health food. At the same time, 63.86% of consumers think that the level of safety of health food in China is general. People often have a sense that the quality of foreign brands is higher than that of Chinese domestic brands, and domestic consumers often choose to go abroad to buy or purchase overseas. Second, because of domestic tariffs and the same products, foreign brands will be much more expensive at home than abroad. Under the dual advantage of price and quality, the trend of domestic consumers choosing overseas brands is more and more obvious.

4.2 The Problem of Quality of Domestic Brand Products

Why can foreign brands be recognized by Chinese consumers while domestic brands cannot leave a good brand image in the eyes of the public? The main reason is that China undefined domestic brand quality cannot be effectively guaranteed. Therefore, when people come into contact with overseas health food of high quality, they do not hesitate to spend a lot of manpower and material resources to buy it, which in fact serves as a wake-up call for domestic health food brands in China. To attract domestic consumers, first of all, the quality must be guaranteed.

5. Countermeasures and Recommendations

5.1 By using Advanced Marketing Media

In the new media era, Internet marketing is the major brands to promote the necessary means. Enhance consumers' familiarity with the brand, prompting Chinese consumers to become more familiar with China's local health food.

5.2 By Virtue of the Local Advantages of TCM

I believe that foreign consumers favor deep-sea fish oil and calcium tablets such health food, and their lifestyle and living environment. China, unlike foreign environments, has a unique local source of Chinese medicine. China's domestic brands can use the local advantages of TCM, the integration of health care and traditional Chinese medicine, for the people's healthy life to provide a new choice. At the same time, fully respond to national policies to promote Chinese medicine to the world, so that more consumers contact and understand Chinese medicine.

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