

POST SHOW REPORT

展后报告

深圳

健康原料、食品配料展
Hi & Fi Shenzhen 2025

2025年12月16-18日

深圳国际会展中心（宝安新馆）

16-18 Dec, 2025 | Shenzhen World

主办单位 Organizer

上海博华国际展览有限公司
Shanghai Sinoexpo Informa Markets
International Exhibition Co., Ltd.



扫码关注公众号
随时获取行业资讯
Follow Us

展会概述

Exhibition introduction

2025年12月18日，深圳健康原料、食品配料展在深圳国际会展中心（宝安新馆）顺利落下帷幕。

作为2025博华深圳联展的重要组成部分，本次展会与同期12大专业展会（涵盖大健康、加工包装、餐饮、咖啡茶饮、酒店、家具、清洁及生活方式等多元主题）联动发力，总展示面积突破20万平方米，共吸引超11.5万名海内外专业观众莅临参观。其中，海外买家数量**同比增幅达29.6%**，充分印证了联展“立足粤港澳、联动长三角、辐射东南亚”的精准定位，以及在全球健康食品产业领域的核心影响力。

展品涵盖范围广泛，全面覆盖健康天然原料、动植物提取物、保健品原料、功能性原配料、茶饮原配料、食品添加剂六大核心品类，精准契合当下市场多元化需求。展会不仅汇聚了大批国内专业采购群体，更迎来了来自泰国、马来西亚、新加坡、俄罗斯、韩国等**80多个国家及地区的海外买家**组团到访采购，观众总量**同比增长61.8%**，刷新历史纪录，为参展企业搭建起贯通海内外的高效商贸对接通道。

On December 18, 2025, the Hi & Fi Shenzhen successfully concluded at Shenzhen World Exhibition & Convention Center.

As a key component of the 2025 Connexion Shenzhen, this event collaborated with 12 major professional exhibition halls (covering diverse themes such as health, processing & packaging, catering, coffee & tea, hospitality, furniture, cleaning, and lifestyle) through joint efforts. The total exhibition area exceeded 200,000 square meters, drawing over 115,000 professional visitors from all over the world. The number of overseas buyers grew by 29.6% year-on-year, fully validating the exhibition's precise positioning of "rooted in Guangdong-Hong Kong-Macao, linking the Yangtze River Delta, and radiating Southeast Asia," as well as its core influence in the global health food industry.

The exhibition featured a wide range of exhibits, comprehensively covering six core categories: healthy natural ingredients, animal & plant extracts, dietary supplement ingredients, functional ingredients, tea beverage ingredients, and food additives. This precisely met the diversified market demands of today. It not only gathered a large number of domestic professional procurement groups but also welcomed delegations of overseas buyers from over 80 countries and regions, including Thailand, Malaysia, Singapore, Russia, and South Korea. Total visitor numbers surged by 61.8% year-on-year, setting a new historical record and establishing efficient business matching channels connecting domestic and international markets for participating enterprises.

同期展会

Concurrent exhibitions



同期展会共享

Shared with concurrent exhibitions



12个
展馆
Hall



200,000 m²
参展面积
Exhibition area



100+
活动赛事
Events & Competitions



2,500+
展商
Exhibitors



115,045
观众及专业买家
Visitors & Buyers

目录

CONTENTS



观众数据分析

Visitor Analysis



展商调研分析

Exhibitor Analysis



现场论坛及活动

Forums & events

PART 01

观众数据分析 VISITOR ANALYSIS

2025 VS 2024

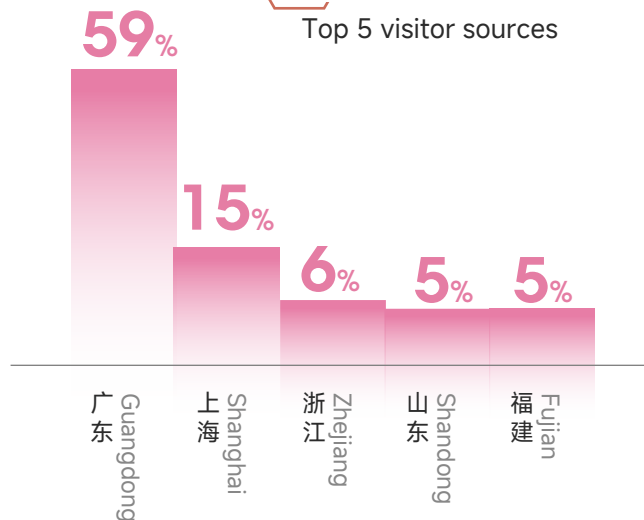
国内增长

60.3%

Domestic growth: 60.3%

国内观众来源TOP5

Top 5 visitor sources



港澳台及海外观众来源TOP10

Top 10 Hong Kong, Macao, Taiwan & Overseas visitor sources

- | | |
|---|---|
| 01  中国香港
Hong Kong, China | 02  泰国
Thailand |
| 03  马来西亚
Malaysia | 04  中国澳门
Macao, China |
| 05  中国台湾
Taiwan, China | 06  新加坡
Singapore |
| 07  俄罗斯
Russia | 08  韩国
South Korea |
| 09  印度尼西亚
Indonesia | 10  印度
India |

2025 VS 2024
Hi & Fi Shenzhen

港澳台及海外增长

99.2%

Hong Kong, Macao,
Taiwan & Overseas
growth: 99.2%

观众感兴趣产品

Product categories of interest to visitors



植物原料
Plant-Based ingredients



膳食纤维
Dietary fiber



动、植物提取物
Animal/Plant Extracts



香精香料
Flavors & fragrances



益生菌/益生元/后生元
Probiotics/Prebiotics
/Postbiotics



天然有机食品、功能性
/保健食品
Natural organic
foods,
Functional/Health
foods



休闲食品及调味品
Snack foods &
condiments

观众是否有采购决策力

Visitor purchasing decision power

58%

有采购决策力
With purchasing decision
power



PART 02

展商调研分析 EXHIBITOR ANALYSIS

部分参展企业

*排名不分先后

Part of participating companies



扫码查看
展商名录

安琪纽特
ANGEL NUTRITECH

UNIVERSAL

HIB 海南华研
HUAYAN COLLAGEN

鲁华生物
Luhua Biomarine

H HENGMEI
TIMES 恒美时代

拓豐
TRUTHFUL FOOD

BOVLIN

大众健康
PUBLIC HEALTH

88

JIAHERB
Phytochem

JIA E²

康福海洋生物

NNB

Reborn
瑞邦生物

賽揚
SAIYANG FOOD

善邑
SHANYI

STY Stelia

SEMNL
盛美诺
北京·安徽

双恒健康
Shuangheng Health

威凯海屈 | 恒美生物工程有限公司

VITAJOY

Eastsign

YOTIDE 裕肽主辅

泓九·原生肽
HONINE'S PEPTIDE

有多少展商认为，参与2025深圳健康原料及食品配料展对其业务发展至关重要？

82%

How many exhibitors believe that participating in the Hi & Fi Shenzhen is crucial for their business development?

有多少展商表示，对参加本届展会感到满意？

86%

How many exhibitors have expressed satisfaction with attending this edition of the exhibition?

展商寄语

What our exhibitors say



感谢深圳展一如既往的专业组织与务实服务，其高效的行业对接氛围，为我们提供了稳定可靠的展示平台。期待未来继续携手，共同促进行业切实发展。

Thank you to the Hi & Fi Shenzhen exhibition for its consistently professional organization and pragmatic services. Its highly efficient industry matchmaking atmosphere has provided us with a stable and reliable platform for showcasing our products. We look forward to continuing our collaboration in the future to jointly promote the practical development of the industry.

——拓丰健康科技（南通）有限公司
徐安琪 产品经理

Xu Anqi, Product Manager
Truthful Naturalway Group



本次参展体验远超预期，展会组织专业严谨，各环节衔接顺畅。现场观众流量大、质量高，汇聚大量行业精准客户与决策人，洽谈氛围热烈，我们收获颇丰，此次展会为品牌拓市赋能，期待明年再度携手赴会！

Our experience at this exhibition far exceeded expectations. The event was organized with professionalism and precision, with seamless coordination across all aspects. The on-site audience was both large in number and high in quality, bringing together a significant number of targeted industry clients and decision-makers. The enthusiastic atmosphere for discussions brought us substantial gains. This exhibition has empowered our brand's market expansion, and we look forward to joining hands again next year!

——山东原力泰医药科技有限公司
尹筱 总经理

Yin Xiao, General Manager
Shandong Yuanlitai Nutratech Co., Ltd



深圳展作为功能食品行业的重要枢纽，与上海展形成战略联动与价值互补，为功能食品原料及全产业链企业搭建了创新产品展示、品牌势能提升的优质平台。此次参展让我们深刻感受到行业活力与发展机遇，期待明年再聚深圳，以更深度的参与、更紧密的合作，与行业伙伴共探趋势、共享增长，携手书写功能食品产业高质量发展新篇章！

As a key hub for the functional food industry, the Hi & Fi Shenzhen exhibition forms a strategic synergy and value complementarity with the Shanghai exhibition, providing an excellent platform for showcasing innovative products and enhancing brand influence for companies across the functional food ingredients and full industry chain. This participation has allowed us to deeply experience the vitality and opportunities within the industry. We look forward to reuniting in Shenzhen next year, with deeper involvement and closer collaboration, to explore trends, share growth, and jointly write a new chapter in the high-quality development of the functional food industry!

——安琪纽特股份有限公司原料大区
王文超 副总经理

Wang Wenchao, Deputy General Manager of the
Ingredients Division, Angel Nutritech Co., Ltd.



海外原料买家配对会

Overseas ingredient buyer matchmaking

本次活动邀请了15家海外买家莅临现场，进行原料采购对接。买家采购需求涵盖植物提取物、胶原蛋白肽等优质原料。通过精准配对服务，助力国内供应商拓展国际销售渠道，建立长期合作关系。

Thank you to the Hi & Fi Shenzhen exhibition for its consistently professional organization and pragmatic services. Its highly efficient industry matchmaking atmosphere has provided us with a stable and reliable platform for showcasing our products. We look forward to continuing our collaboration in the future to jointly promote the practical development of the industry.



15位买家 Buyers

8个国家

俄罗斯、印度尼西亚、马来西亚、丹麦、意大利、新加坡、巴西、菲律宾
Russia, Indonesia, Malaysia, Denmark, Italy, Singapore, Brazil, Philippines

73场海外买家配对

Total 73 overseas buyer matchmaking sessions completed



查看获奖企业名单

Hi健康·健康营养交流沙龙 Hi Health

“Hi健康·健康营养交流沙龙”于12月17日成功举办。现场隆重揭晓并颁发了“大湾区优质食品配料奖”、“健康产业科技创新典范奖”和“健康营养杰出贡献奖”等重要奖项，以表彰为行业做出卓越贡献的业界先锋与创新典范。

"Hi Health Salon" was successfully held on December 17th. The event grandly announced and presented significant awards including the "Greater Bay Area High-Quality Food Ingredients Award", "Health Industry Technological Innovation Model Award" and "Health Nutrition Outstanding Contribution Award" honoring industry pioneers and innovation exemplars who have made outstanding contributions to the sector.



现场论坛 Onsite forums

健康中国2030 第四届健康食品的创新与发展论坛

Healthy China 2030 · The 4th Forum on Innovation and Development of Healthy Foods

聚焦健康原料、食品配料等健康食品的创新与发展

Focus on the innovation and development of health ingredients, food ingredients, and other health foods

2025食药物质同源及中餐营养饮食产业融合交流会暨广东省生物技术产业化促进会年会

2025 Seminar on Food-Medicine Homology and Integration of Chinese Cuisine Nutrition and Dietary Industry, and Annual Conference of Guangdong Biotechnology Industrialization Promotional Council

聚焦食药物质同源领域核心需求，解读食药同源物质创新应用
Focus on the core needs in the field of food-medicine homology, and interpret innovative applications of food-medicine homology substances.

2025大湾区功能性食品创新论坛暨2025大湾区功能性食品创新颁奖典礼

2025 Greater Bay Area Functional Food Innovation Forum and 2025 Greater Bay Area Functional Food Innovation Awards Ceremony

论坛聚焦“功能性食品创新”主题，探讨功能性食品创新、药食同源大湾区的发展方向和机遇。

Focus on the theme of "functional food innovation", exploring development directions and opportunities for functional food innovation and medicine-food homology in the Greater Bay Area.

2025功能性原料应用创新论坛

2025 Functional Ingredient Application Innovation Forum

聚焦功能性原料“趋势·创新·落地”核心议题

Focus on the core topics of "trends, innovation, and implementation" in functional ingredients.

2026-2027 Fi/Hi/Vitafoods/SupplySide 全球系列展

For the taste makers



Asia China



Asia China

第二十七届健康天然原料、食品配料展览会
2026年6月15-17日 中国 上海
15-17 June 2026 Shanghai, China



Asia China



Asia China

2026深圳健康原料、食品配料展
2026年10月13-15日 中国 深圳
13-15 October 2026 Shenzhen, China

Vitafoods
Europe

2026欧洲国际营养保健食品展
2026年5月5-7日 西班牙 巴塞罗那
5-7 May 2026 Barcelona, Spain



Vietnam

2026越南食品配料展
2026年5月13-15日 越南 胡志明市
13-15 May 2026 Ho Chi Minh, Vietnam



Africa

PROPAK
MENA

2026非洲食品配料展
2026年6月2-4日 埃及 开罗
2-4 June 2026 Cairo, Egypt



South America

2026南美洲食品配料展
2026年8月4-6日 巴西 圣保罗
4-6 August 2026 Sao Paulo, Brazil



India

PROPAK
INDIA

2026印度食品配料展
2026年8月26-28日 印度 孟买
26-28 August 2026 Mumbai, India



Asia

2026亚洲食品配料展（印尼）
2026年9月16-18日 印度尼西亚 雅加达
16-18 September 2026 Jakarta, Indonesia

Vitafoods
Middle East
& Africa

2026中东非国际营养保健食品展
2026年9月22-23日 阿联酋 迪拜
22-23 September 2026 Dubai, United Arab Emirates

 SupplySide®
Global Formerly known as SupplySide West

美国天然提取物和健康原料展
2026年10月28-30日 美国 拉斯维加斯
28-30 October 2026 Las Vegas, USA



Europe

2026欧洲食品配料展
2026年11月17-19日 德国 法兰克福
17-19 November 2026 Frankfurt, Germany



Asia

2027亚洲食品配料展（泰国）
2027年9月1-3日 泰国 曼谷
1-3 September 2027 Bangkok, Thailand

6月展会预告

Hi & Fi Aisa-China

2026年6月15-17日

国家会展中心（上海）

15-17, June, 2026 | NECC (Shanghai)

改期至10月

10月展会预告

Hi & Fi Shenzhen

2026年10月13 -15日

深圳国际会展中心（宝安新馆）

13-15, Oct, 2026 | Shenzhen World

参展咨询

Exhibition Inquiry

马莹洁 女士

Ms. Jr Ma

Tel: 021-3339 2287

E-mail: jr.ma@imsinoexpo.com