

INTERNATIONAL HEALTH EXPO 2026

上海国际营养健康 产业博览会

同期
举办
CONCURRENT

上海国际健身展
INT'L. HEALTH, WELLNESS, FITNESS EXPO

上海运动休闲展
SHANGHAI LEISURE SPORTS EXPO

上海台球科技展
SHANGHAI BILLIARDS EXPO



TIME/时间

2026.3.13-3.15

ADD/地点

上海世博展览馆

Shanghai World Expo Exhibition &
Convention Center



扫码获取更多展会信息
Official WeChat Account



预登记领取展会门票
Scan the QR Code to
Get the Exhibition Ticket

运动用品
Sports Goods

营养健康
Nutrition & Health

健身器材
Fitness Equipment

泳池装备
Swimming Equipment

台球设施
Billiards Facilities

规模预计 Estimated Scale

12,000m²

Exhibiting Area

展出面积

28,000+

Visitors

专业观众

220+

Brands

参展品牌

展会概况 Exhibition Introduction

中共中央办公厅、国务院办公厅印发的《“健康中国2030”规划纲要》，把健康放在优先发展的战略地位，将促进健康的理念融入公共政策制定实施的全过程。2024年6月，由国家卫健委联合教育部、民政部等16个部门联合推动的为期三年的全民健康行动，旨在通过科学干预和社会协同降低超重与肥胖率，提升全民健康水平。国家策略加快形成有利于健康的社会氛围、生活方式、生态环境和经济社会发展模式，形成大健康治理格局，促进健康与经济社会协调发展。

同年4月，上海国际营养健康产业博览会主办方正式加入上海保健品行业协会，成为副主任单位。作为中国保健品行业的重要组织之一，上海保健品行业协会于2024年9月成为展会支持单位，这一合作标志着上海国际营养健康产业博览会在服务专业性和行业影响力方面又迈出了坚实的一步。

2026年3月13-15日，上海国际营养健康产业博览会将于中国·上海世博展览馆举行。展示内容涵盖健康饮品食品、功能饮品食品、保健食品、膳食补充剂、特殊食品、运动营养饮品食品等专业领域，以上海为圆心，辐射长三角、华东及全国营养健康产业，为各类商家与观众提供“拓展贸易渠道、寻求合作机会、展示企业品牌、把握市场动态、了解行业资讯”的最佳平台。

The "Outline of the Healthy China 2030" issued by the General Office of the Central Committee of the Communist Party of China and The General Office of the State Council places health in a strategic position of priority development and integrates the concept of promoting health into the entire process of formulating and implementing public policies. In June 2024, the National Health Commission, in collaboration with 16 other departments including the Ministry of Education and the Ministry of Civil Affairs, launched a three-year national health initiative. The initiative aims to reduce the rates of overweight and obesity and enhance the overall health of the population through scientific intervention and social collaboration. The national strategy is to accelerate the formation of a social atmosphere, lifestyle, ecological environment and economic and social development model, conducive to health, to form a comprehensive health governance pattern, and to promote the coordinated development of health and the socio-economy.

In April of the same year, the organizer of the Shanghai International Health Expo officially joined the Shanghai Health-care Products Trade Association and became a deputy director unit. As one of the important organizations in China's health supplement industry, the Shanghai Health-care Products Trade Association became a supporting unit of the exhibition in September 2024. This cooperation marks another solid step forward for the Shanghai International Health Expo in terms of service professionalism and industry influence.

The Shanghai International Health Expo will be held at the Shanghai World Expo Exhibition and Convention Center in China from March 13th to 15th, 2026. The exhibition content covers professional fields such as health drinks and foods, functional drinks and foods, health care foods, dietary supplements, special foods, and sports nutrition drinks and foods. With Shanghai as the center, it radiates to the nutrition and health industry in the Yangtze River Delta, East China and the whole country. It provides the best platform for all kinds of merchants and audiences to "expand trade channels, seek cooperation opportunities, showcase enterprise brands, grasp market trends and understand industry information".

展品类别 Exhibition Scope

运动营养补剂及食品

运动补剂品、乳清蛋白粉、运动轻食、代餐、增肌粉、肌酸、支链氨基酸、氮泵、左旋肉碱、自然促睾补剂、谷氨酰胺、共轭亚油酸、增重粉、能量胶、咖啡因牛磺酸系列、运动营养食品耐力类压片糖果、能量棒、蛋白棒、奶昔、代餐粉等；

功能性食品及饮品

功能性饮料、运动平衡类饮料、蛋白质水、低GI食品/饮品、益生菌饮料、益生元饮料、维他命及矿物质饮料、电解质补充饮料、能量补给饮料、低卡路里饮料、低能量饮料、碳水化合物饮料、微量元素补剂、健康水、植物蛋白类食品/饮品、透明质酸食品/饮品、胶原蛋白食品/饮品、酵素食品/饮品、高蛋白食品/饮品、植物基食品/饮品、低脂0糖食品/饮品、咖啡因食品/饮品、低脂代餐食品/饮品、营养膳食餐、膳食补充剂、功能性软糖等；



基础营养品

维生素、钙剂、鱼肝油、氨糖、益生菌产品、酵素产品、美容瘦身产品、多肽食品、氨基酸、补血剂、营养强化食品、食用纤维保健产品、矿物质食品、卵磷脂、葡萄籽胶囊、螺旋藻等；

原料及包装设备

运动营养OEM/ODM及原料、营养健康食品OEM/ODM、营养健康原料、营养保健食品原料、功能性配料、食品检验技术及设备、食品生产设备及设备、健身摇摇杯、外包装、塑胶桶、机械自动包装、自助蛋白粉饮料机等；

特殊膳食食品

特医食品、特制营养品、配方食品、孕婴童营养品等；

第三方服务

健康管理机构、体重管理机构、膳食管理机构、营养服务机构、康复医疗机构、健康方案服务、康养基地、健康体检、咨询服务、委托生产、贴牌加工、合作研发、设计公司、服务机构等；

Sports Nutrition Supplements and Foods:

Sports supplements, whey protein powder, sports light meals, meal replacements, mass gainers, creatine, branched-chain amino acids (BCAA), pre-workout supplements, L-carnitine, natural testosterone boosters, glutamine, conjugated linoleic acid (CLA), weight gain powders, energy gels, caffeine-taurine series, endurance sports nutrition foods (e.g., chewable tablets), energy bars, protein bars, shakes, meal replacement powders, etc.



Functional Foods and Beverages

Functional drinks, sports balance beverages, protein water, low-GI foods/beverages, probiotic drinks, prebiotic drinks, vitamin and mineral beverages, electrolyte replenishment drinks, energy-boosting beverages, low-calorie drinks, low-energy beverages, carbohydrate drinks, trace element supplements, health waters, plant-based protein foods/beverages, hyaluronic acid foods/beverages, collagen foods/beverages, enzyme (fermented) foods/beverages, high-protein foods/beverages, plant-based foods/beverages, low-fat/zero-sugar foods/beverages, caffeine-infused foods/beverages, low-fat meal replacement foods/beverages, nutritional meals, dietary supplements, functional gummies, etc.

Basic Nutritional Products

Vitamins, calcium supplements, cod liver oil, glucosamine, probiotic products, enzyme products, beauty and weight-loss products, peptide-based foods, amino acids, blood tonics, nutrient-fortified foods, dietary fiber health products, mineral supplements, lecithin, grape seed capsules, spirulina, etc.



Raw Materials and Packaging Equipment

Sports nutrition OEM/ODM services and raw materials, health food OEM/ODM services, nutritional raw materials, functional ingredients, food testing technologies and equipment, food production technologies and equipment, protein shaker bottles, packaging solutions, plastic containers, automated packaging machinery, self-service protein powder dispensers, etc.

Special Dietary Foods

Medical foods (FSMPs), specialized nutritional products, formulated foods, maternal and infant nutrition products, etc.

Third-Party Services

Health management institutions, weight management organizations, dietary management services, nutrition consulting agencies, rehabilitation medical institutions, health solution services, wellness retreats, health check-ups, consulting services, contract manufacturing, private label production, collaborative R&D, design companies, and service providers.

专业买家类型 Professional Buyer Type



重点买家组成 Main Buyers

健康产品电商一直播跨境

Health Product E-commerce and Live Streaming for Cross-Border Sales



生活方式馆 Lifestyle Venues



线下超市 百货商业系统

Offline Supermarkets and Department Store Systems



以上排名不分先后

The above rankings are in no particular order



Events

2026精彩活动

► 高峰论坛

- 第八届中国营养健康食品行业论坛 #IP
- 体重健康行业趋势分享
- 功能性食品饮料发展与创新
- 大健康产业消费新形态
- 运动营养保健品趋势洞察
- 运动营养蓝海市场机会探索
- 功能性食品原料/配料开发与应用
- 运动食品行业商家营销策略

► 颁奖典礼

► Forum

- The 8th China Nutrition & Health Food Industry Forum #IP
- Weight Health Industry Trends
- Development and Innovation in Functional Foods & Beverages
- New Consumer Trends in Great Health Industry
- Trends in Sports Nutrition & Supplements
- Exploring Opportunities in Sports Nutrition in Blue Ocean Market
- R&D and Application of Functional Food Ingredients
- Marketing Strategies for Sports Food Businesses

► Awards Ceremony



Review

往届回顾

► 智库论坛

- 运动营养食品跨境电商渠道进口政策要求
- 增肌减脂新思路—BODYBALANCE生物活性肽打开新蓝海
- 运动营养蓝海市场机会探索
- 健康中国背景下的运动营养师职业机遇
- 运动人群蛋白需求：从科学理论到精准实践
- 运动营养保健品趋势洞察
- 运动食品行业如何在小红书生长出来
- 解析人货场：掘金运动营养食品新赛道

► 新品发布

► 项目路演

► Forums

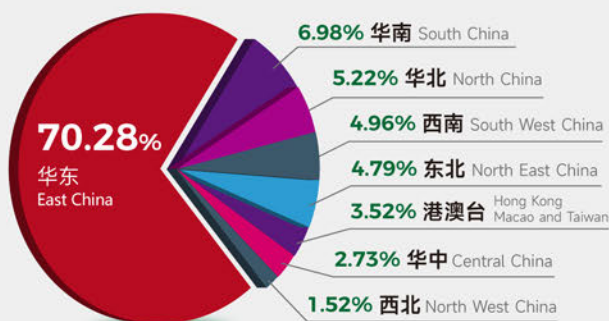
- Cross-border E-commerce Policies for Sports Nutrition
- Innovations in Muscle Gain & Fat Loss: BODYBALANCE Bioactive Peptides
- Exploring Opportunities in the Sports Nutrition Market
- Career Prospects for Sports Nutritionists under Healthy Trends in China
- Protein Demand for Athletes: From Theory to Practice
- Trends in Sports Nutrition Supplements
- Leveraging Rednote for Brand Growth
- Unlocking Opportunities in the Emerging Sports Nutrition Market

► New Product Launch

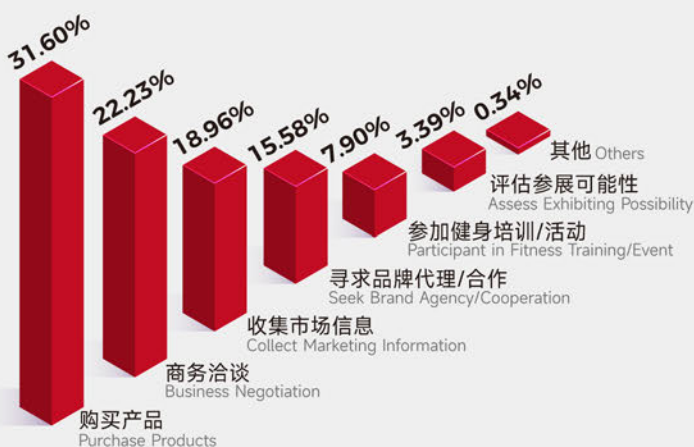
► Roadshow

2025观众数据 Visitors Data

国内观众分布 Domestic Visitor Distribution



参观目的 Purpose of Visitor



全球观众分布 Global Visitor Distribution



宣传攻势 Powerful Promotion



有效及全面的商贸平台
Effective & Comprehensive Trade Platform

精准的观众定位

PRECISE AUDIENCE TARGETING

复杂的市场环境下，如何在有限资源中找到合适的合作伙伴？为品牌提供寻找高质量行业合作伙伴的最佳平台。

How to efficiently identify qualified partners with the limited resources in a complex market environment ? This platform serves as the optimal gateway for connecting brands with premium industry collaborators.

展现行业蓝图

UNVEILING THE INDUSTRY BLUEPRINT

通过论坛峰会、新品发布、课程培训、设计分享等系列活动，发布行业动态、新理念、新科技，打造产业新格局。

Through a series of activities such as exhibition forums, new product launches, course training, and design sharing, new industry trends, new concepts, and new technologies are released to create a new industrial pattern.

提供整合营销解决方案

PROVIDE INTEGRATED MARKETING SOLUTIONS

不受展会时间和地域限制，为更多想要开拓国内、国际市场的企业提供更精准、更完善的全方位营销解决方案。

Unbound by temporal or geographical constraints of physical exhibitions, we offer more precise and comprehensive marketing strategies for enterprises to expand into domestic and global markets.

参展商尊享服务 Exhibitors Service

NO.1

宣传服务

- 专属电子邀请函
- VIP嘉宾参会模式，形成头部效应
- 全平台宣发（官网、新媒体矩阵、大众媒体等）
- 会刊（展商目录）宣传
- 公众号、视频号推广
- 媒体采访



Promotion Service

- Exclusive Electronic Invitation
- Build VIP Networks & Achieve Industry Head Effect
- Media Matrix (Website, New Media, Mass Media)
- Show Directory (Catalogue) Promotion
- WeChat Promotion (Official Account Articles & Video Channel)
- Media Interviews

NO.2

现场服务

- B2B贸易对接区
- 多国语言翻译服务、外商行李寄存
- 酒店优惠预定、外商Free Hotel服务
- 展台搭建服务推荐
- 展品运输商推荐
- 会议室/舞台租赁



Onsite-Service

- B2B Trade Matchmaking
- Chinese Translation Service, Luggage Storage
- Hotel Discount Reservation, Free Hotel Service
- Booth Building Service Recommendation
- Exhibits Carrier Recommendation
- Conference Room / Stage Rental

NO.3

平台推广

推广展商的产品与服务，助力品牌提升（包含LOGO/企业介绍/优势产品信息等）



Platform Promotion

Products and Services Promotion & Brand Promotion (Including Logo / Enterprise Introduction / Core Product Information, etc.)

B2B交易生态平台

全球搜（询盘服务、商机撮合）

www.iwf-china.com

以SaaS平台架构为基础进行外贸建站、以谷歌搜索引擎为核心进行优化推广的外贸营销解决方案，帮助企业快速获得大量海外精准询盘。

B2B Trading Ecological Platform

IWF Global:

www.iwf-china.com

Powered by Google search engine, IWF Global is based on the SaaS platform architecture for the website construction to optimize and promote the foreign trade marketing solutions, enabling enterprises to quickly obtain a large number of overseas high quality inquiries.



Official Website Promotion

www.ciwf.com.cn/en

www.ciwf.com.cn

展馆平面图 Hall Plan



展台类型及费用 Booth Type and Cost



精装展位

Boutique Standard Booth
9m² (3m×3m)

- | | |
|----------------------------|---|
| 1 一张咨询桌 | 1 One Table |
| 2 两把椅子 | 2 Two Chairs |
| 3 一块中英文公司楣板
(双开口提供两块楣板) | 3 Exhibition Lintel (Bilingual)
(Two-Side Open with Two Lintels) |
| 4 一个220V电源插座 | 4 One 220v Socket |
| 5 两支射灯 | 5 Two Spot Lights |
| 6 两/三面间板 | 6 Two/Three Panels |
| 7 展位内满铺地毯 | 7 Space and Carpet |



光地 (36m²起租)

Raw Space (Minimum 36m²)

备注:

- 光地仅展出场地，无任何设施。
- 展位效果图仅供参考，具体以现场实物为准。

Note:

- Raw Space (only exhibiting space, no furniture package)
- The picture is for your reference, the real booth comply with release onsite.

集合展区

Gathering Exhibition Area

6,000 元/个

RMB 6,000/EACH

展台规格 Booth Type	精装展位 Boutique Standard Booth (3m×3m)	精装双开口展位 Two-side Open Booth (3m×3m)	光地 Raw Space (36m ² 起租) (Minimum 36m ²)
境内企业 Domestic	17,800 元/9m ² RMB 17,800/9m ²	18,800 元/9m ² RMB 18,800/9m ²	1,600 元/m ² RMB 1,600/m ²
境外企业 Oversea	3,500 美元/9m ² USD 3,500/9m ²		320 美元/m ² USD 320/m ²