



Sep. 17-19, 2025

Xi 'an, China

WORLD OF PLANT EXTRACTS

INNOVATIVE NATURAL INGREDIENTS EXPO

POST SHOW REPORT

2025



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MIDDAY

EVENT AT A GLANCE

Natural Extracts × Personalized Nutrition Customization: A New Era of Precision Nutrition

Annual Global Focus, Natural Raw Materials Into The Highlights!

In 2025, WPE & WHPE held its fifth exhibition in Xi'an, setting new historical records in terms of both scale and influence. As one of the most representative events in the natural extracts and health raw materials industry in China and even Asia, this exhibition has achieved multi-dimensional expansion and upgrading. The total exhibition area reached 26,800m², gathering 678 domestic and foreign exhibitors and attracting 26,000 professional visitors. Together, they witnessed the deep integration and cutting-edge innovation of the natural health industry.

WPE & WHPE 2025 once again proves its key position in promoting the global nutrition and health ecosystem. The warm exchanges, precise matching and high-level meetings at the exhibition not only demonstrated the vigorous vitality of fields such as natural extraction, biotechnology, functional foods and OEM services, but also highlighted the industry's high attention to hot topics such as personalized nutrition, efficacy verification, formula innovation and extraction technology upgrading.

The International Precision Nutrition Forum (IPNF 2025), held concurrently, brought together experts and business leaders from home and abroad to conduct in-depth discussions on new trends in natural raw materials and the technological paths of precision nutrition. More than 100 high-end conferences attracted over 3,000 professional audiences, effectively promoting cross-border integration from scientific research innovation to business application.

One of the highlights of the expo is the high level of participation and collaboration of the exhibitors and industry leaders. Through this platform, they launch new products, connect upstream and downstream, and lay out global channels, jointly shaping the next decade of the industry.

In the era of "Globalization of Natural Health", WPE & WHPE is accelerating its growth into an important bridge connecting global raw material brands, technological innovators, contract manufacturing systems and buyer channels.

We sincerely thank every exhibitor, visitor, guest and partner. Thank you for jointly promoting the continuous progress of the industry. We are full of confidence as we march towards 2026. WPE & WHPE set off anew in 2026. We look forward to seeing you again in Xi'an next year!



678
Exhibitors



26,800m²
Exhibition Area



26,517
Total Visitors



100+
Conferences

Exhibition Layout



Two Halls | Full Industry Coverage



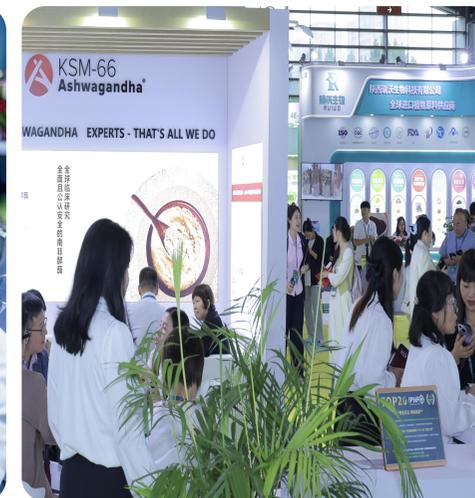
Exhibition Highlights

- **Global Vision:** Gathering leading exhibitors and professional buyers from over 30 countries and regions, we create a truly international platform.
- **Whole Industry Chain Coverage:** focusing on the display of natural extracts and healthy functional raw materials, functional health food and innovative solutions, connecting the whole upstream and downstream value chain.
- **Concurrent Forums:** Multiple high level conferences will be held, including the International Precision Nutrition Forum (IPNF 2026) - the world's first international forum focusing on precision nutrition and personalized nutrition.
- **Innovation Drive:** Set up "TOP20 Innovative Raw Materials" special area and new product launch stage, focusing on the industry frontier and future trends.

Exhibitor Summary

Exhibition Performance & Trade Outcomes

- The exhibition site was bustling with people and the business atmosphere was strong. Exhibitors gave feedback that "customers were more accurate and negotiations were more in-depth". Within three days of the exhibition, there was an endless stream of people at the halls, and the booth consultation continued to be high-frequency, which fully demonstrated the vigorous market vitality of the natural health industry.
- The organizing committee has for the first time established a "Precise Matching Area" and a "Personalized Procurement Matching System". Through multiple dimensions such as pre-registered buyer profiles, targeted distribution of procurement demands, and on-site recommendation mechanisms, it has significantly enhanced the efficiency of supply and demand connection, providing high-quality substantive matching and cooperation opportunities for exhibitors and purchasers.
- It is particularly worth mentioning that this exhibition focuses on the closed-loop connection of the entire industrial chain in terms of content design: from natural extracts, raw materials that are both food and medicine, to functional foods, cosmetic raw materials, bioactive ingredients, etc. The exhibits are widely used in terminal fields such as health products, medicine, beauty products, and functional foods.
- The technology exhibition area, such as the PE-Tech section, showcased solutions including plant extraction equipment, biotechnology detection and innovative processes, attracting a large number of representatives from research institutions and pilot bases to exchange on site.
- In addition, international buyers from many countries and regions visited the show. Thanks to the targeted invitations and media promotion of the "Overseas Marketing Department", the global communication power and industrial chain relay of WPE & WHPE 2025 have been significantly enhanced, continuing to consolidate its position as the annual core event of the natural health industry in China and even Asia.



Exhibition Effect	Number of Customers	Buyer Evaluation	Deal on Site and Intention
86.8% achieved their exhibition effect	79.3% reached their expected level	94.6% exhibitors recognized the buyer's professionalism	57.9% had transaction volumes and intended orders



Over 90% of the attendees expressed intention to return in 2026

Precision Buyers · Senior Positions · International Sources

- WPE & WHPE 2025 attracts professional visitors from many countries around the world to visit and negotiate, covering the upstream and downstream core links of natural health industry. The visitor industries are mainly concentrated in food, health care products, pharmaceuticals, OEM/ODM contract manufacturing, cross-border e-commerce, scientific research institutions and other sectors, presenting the characteristics of high vertical and strong industrial correlation.
- From the perspective of position structure, decision-makers, purchasing managers, R&D engineers and marketing promotion personnel accounted for the majority of the visitor present, fully demonstrating the exhibition's precise control over "buyer effectiveness" and "business transaction orientation". Through multi-dimensional visitor recruitment channels and overseas targeted invitation, the exhibition successfully connected high-quality buyers from multiple international markets, further enhancing the platform's globalization and practical value.

The number of professional visitors increased by 6.2%, and the appeal of the exhibition continued to grow.

- WPE & WHPE 2025 attracted a total of 26,636 professional visitors, an increase of 6.2% compared to 25,073 last year. This growth not only reflects the continuously rising brand appeal of the exhibition, but also indicates the further increase in market attention to the natural extracts and health raw materials industry.
- The growth of the visitors this year is inseparable from a more systematic market promotion layout, stronger channel linkage and the geographical cluster effect of the "Xi'an Plant Extraction Industry Base". Meanwhile, the proportion of international buyers attending the event has steadily increased, demonstrating the expansion of the exhibition's global influence.
- The year-on-year growth of 6.2% further validates the activity of market demand in this field and the growth potential of the exhibition platform.



Visitor Industry Distribution (Top 8)		Brief Description
1	Functional Foods / Nutritions	Including manufacturers of health food, energy drinks, protein powder, collagen and other nutritional products
2	OEM/ODM factory	Provide brands with customized formula, packaging, and raw material integration services
3	Pharmaceuticals and Medical Foods	It involves Chinese patent medicine, homology between medicine and food, R&D of special medical use formula products.
4	Cosmetics / Personal Care Products	Functional cosmetics, beauty foods, and plant-based skin care brands
5	Cross-border e-commerce / Importer	Operating health category buyers on overseas platforms (such as Amazon and Shopee)
6	Food and Beverage Enterprises	Innovative application enterprises in health beverages, cereal bars, plant-based products, etc.
7	Big Health Chain Channels	Including chain pharmacies, health preservation chain stores, nutrition consultant systems, etc.
8	Research Institutes / Innovation Centers	R&D units or cooperative platforms for formula verification, efficacy research, and ingredient function screening.

Visitor Position Classification - TOP 5

- Decision Makers 28%
- Procurement Manager 22%
- R&D personnels 18%
- Marketing Manager 16%
- Channel Sales 10%
- Others 6%



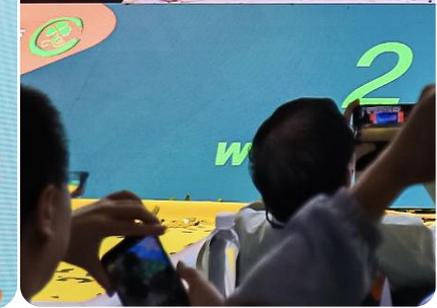
Concurrent Forum

IPNF - China's First International Precision Nutrition Forum Leading the global trend of precision nutrition



Customized Nutrition, Global Impact

- As one of the core events of this exhibition, the IPNF 2025 was successfully held on September 17. Centering on the theme of "Customized Nutrition, Global Impact", it focused on the cross-border integration and international development trends of precision nutrition technology. The forum was hosted by representatives from the Chinese Academy of Medical Sciences and Peking Union Medical College, and invited over twenty prominent guests from state organs, research institutions, well-known enterprises, clinical nutrition, health food and traditional Chinese medicine industries to give speeches.
- The topics of the forum covered many frontier directions, such as accurate diagnosis, nutrition big data, AI intelligent nutrition intervention, traditional Chinese medicine nutrition system, innovative functional raw materials and dosage form development. The audience responded warmly, and the forum was full of seats.
- Meanwhile, the forum also particularly focused on the role path of plant extracts in precision nutrition and discussed practical application cases from laboratory research and development to the terminal market. As one of the few high-level cross-border nutrition forums in China's natural health industry chain, IPNF is becoming a bridge platform for China's nutrition science and technology to go international.



100+ Conferences
3000+ Audience

Core Topics	Speakers	Position and Company
Industry Situation and Development Suggestions for Nutritional and Health Food	Zhang Zhongpeng	Secretary-General of the China Nutrition and Health Food Association
From "Shennong's Classic of Materia Medica" to "Precision Nutrition": Efficacy Decoding and Health Applications of Natural Extracts	He Yuerong	Lifetime Fellow of the Royal College of Physicians (UK); Visiting Professor of Natural Medicine at the WHO Academy of Traditional Medicine
Interpretation of Current Application and Evaluation Policies for Health Products	Chen Guangyao	Vice President of the Real-World Research Professional Committee of the World Federation of Chinese Medicine Societies (WFCMS)
Current Status and Future Development Trends of the "Food as Medicine" Industry	Cui Yongjie	Chairman of the Medicine-Food Homology Food Working Committee, China Food Culture Research Association
Collaborative Innovation of Precision Nutrition and TCM Health Preservation: Integration Paths and Practice Exploration	Li Ning	Former Deputy Director of the Health Care Bureau of the former Ministry of Health; Former Secretary of the Party Committee of China-Japan Friendship Hospital
Precision Nutrition: Building a "One-of-a-Kind" Health Nutrition "Core" Era Based on Precision Diagnostic and AI Technology	He Yihui	Postdoctoral Fellow & Lecturer at Harvard Medical School; Managing Director of Di Ji Biotechnology
Some Thoughts on the R&D of Xiaoye Kuding (Tea)	Lin Ruichao	Foreign Member of the French Academy of Pharmacy; Dean of the School of Chinese Materia Medica, Beijing University of Chinese Medicine
Redefining Nutrition and Health: AI-Powered Precision Nutrition	Shens Lu	Head of the Precision Nutrition Project, Sirio Pharma Co., Ltd.
Market Trends and Consumer Behavior in Precision Nutrition	Li Yuanbo	Dean of the School of Natural Medicines, Jinan University (Guangzhou); Chief Scientist of Perfect Group
Functions of Lipids and Their Development and Application in Precision Nutrition	Wang Yingyao	Deputy Secretary-General & Researcher of the Chinese Nutrition Society; Executive Dean of the Nutrition and Health Research Institute of the Chinese Nutrition Society
New Technologies for Plant Extract Preparation and Their Functional Properties in Nutrition	Zhao Bing	Researcher & Doctoral Supervisor, Institute of Process Engineering, Chinese Academy of Sciences (CAS)
Gut Microbiota and Precision Health Intervention	Liu Qingjun	Postdoctoral Fellow in Microbiology and Immunology at The Ohio State University (USA)
Aerospace Breeding Facilitating the High-Quality Development of Precision Nutrition from Natural Extracts	Zhang Chuanjun	Aerospace Breeding Expert; Senior Aerospace Engineer; Director of Xinhangtian Starry Sky Laboratory
Interpreting Precision Nutrition Management Based on the Oriental Systematic Approach of "Tong Xiao Zhi Xing"	Tong Rui	Professor of the School of Management, Jinan University (Guangzhou)
Healthy Aging and Cellular Anti-Aging Nutritional Technology	Yang Ze	Current Deputy Director of the National Expert Committee on Elderly Health Standards, National Health Commission of the People's Republic of China; Doctoral Supervisor and Second-Level Professor at Peking University and Peking Union Medical College
New carrier of plant extracts "oral instant diaphragm"	Wei Shaowen	Director of R&D of Anhui Jiannuo Biotechnology Co., Ltd.
The Wisdom of "Harmony Between Man and Nature" Empowers the Precision Nutrition Industry	Cui Xiufang	Professor of Rehabilitation Medicine; Executive Vice President of the Acupuncture Professional Committee of the World Federation of Chinese Medicine Societies

Concurrent Forum

The 2nd Fermented Foods and Functional Foods Forum Multi-Dimensional Forums Accelerating Natural Health Advancement

As one of the important concurrent events of WPE & WHPE 2025, The 2nd Fermented Food and Functional Food Forum was successfully held on the afternoon of September 18, 2025. The forum is hosted by the China National Institute of Food and Fermentation Industries, with "Functional Nutrition + Microbial Technology + Consumer Innovation" as its core, focusing on the cutting-edge applications and future trends of fermented foods in the field of health and nutrition.

The forum invited expert representatives from research institutions, universities, standard organizations and the business community to have in-depth discussions on hot topics such as functional probiotics, the development of the kimchi industry, the evaluation of Baijiu rich in bitter substances, fermented ginseng, natto and erythritol. Through dimensions such as sharing industrial application cases, trends in the development of functional ingredients, and standard evaluation methods, the huge potential of fermentation technology in the development of functional foods has been demonstrated.

Core Topics & Speakers include:

- Research on Functional Factors of Fermented Dairy Products - Professor Shu Guowei, Shaanxi University of Science and Technology
- The Development Trend of the Kimchi Industry - Professor Zhang Qisheng, Sichuan Fermentation Research Institute
- Characteristic Analysis of Bitter Substances in Guizhou Moutai - Wang Wei, National Food Quality Supervision and Inspection Center
- Innovation in Solid Fatty Acid Formulations for Baked/Frozen Foods - Liu Ning, Shaanxi Normal University
- Case Analysis of Fermented Ginseng Market - Lin Youren, Poly Zhongqing Biotechnology
- Innovative Combination of Natto and Erythritol in Functional Foods - He Zhiqiang, Jiangsu Yangtze River Microecology
- Research on GI Evaluation Methods and Functional Mechanisms - Wang Yuxi, China National Institute of Food and Fermentation Industries

The forum was fully occupied, with in-depth discussions on the diverse scenarios and standardized paths of microbial fermentation in the development of health foods, injecting cutting-edge technology and practical experience into the development of functional foods in China.

The concurrent forum brings together wisdom and creates a multi-dimensional communication platform!

During the WPE & WHPE 2025 exhibition, 5 major professional industry-university-research forums were held concurrently, comprehensively covering multiple core sections such as functional foods, plant nutrition, compliance supervision, advanced production technologies, and pilot-scale transformation platforms. The total number of conferences exceeded 100, attracting over 3,000 professional audience to participate in on-site exchanges.

The forums invites experts and scholars from research institutions, regulatory authorities, leading enterprises and technology platforms to build a high-quality ideological platform integrating cutting-edge exploration and practical connection through various forms such as "trend release + technology sharing + case analysis".

Representative forums include:

- Seminar on Functional Food Development and Innovative Application of Raw Materials and Ingredients 2025
- Unlocking New Potential of Plant Nutrition - 2025 New Plant Focus Summit (Xi'an Station)
- Co-creation of All Things - Empowerment of Pilot Production - 2025 Raw Material Pilot Production Platform Construction and Operation Forum
- WPE&WHPE Cosmetics and Food Ingredients Compliance Development Forum 2025 - China Trade Compliance Center
- WPE&PE-TECH International Forum on Innovative Raw Materials Application and Advanced Production Technology

Through in-depth coverage of multi-dimensional topics, forum activities have become an indispensable and important part of the exhibition, building an efficient dialogue bridge for the upstream and downstream of the natural health industry chain.



100+ Authoritative Speakers
100+ Professional Topics



Market & Trend Insights

“TOP 20” Awards for Natural Nutrition Ingredients 2025

Natural Extraction + Intelligent Process

- The "TOP 20 Awards for Natural Nutrition Ingredients" released during WPE & WHPE 2025 has become an important window for understanding industry trends and recognizing innovative achievements. This award was initiated by the IPNF - International Precision Nutrition Forum, aiming to select natural nutritional raw materials that have performed outstandingly in terms of ingredient innovation, efficacy verification, and international application, highlighting the trendsetter of the industry's cutting-edge development.
- From the perspective of the technical paths and application trends of the selected products, "research-driven, effect-oriented, and international formula demands" are the core keywords for the future development of the natural health industry. Precision nutrition, biological activity, polysaccharides, peptides and other directions continue to heat up. "Natural Extraction + Intelligent Process" is providing a dual-wheel drive for product functionality and industrial intelligence.
- WPE & WHPE 2025 not only gathers high-quality resources from the upstream and downstream of the industry, but also centrally reflects the latest research and development achievements and future application trends of the natural health industry. Among the numerous product displays and technical forums, "research-driven, effect-oriented, and international formula demands" have become the high-frequency trend keywords running through the entire event.
- Innovative materials represented by precision nutrition, functional raw materials of polysaccharides/peptides, and bioactive complexes are constantly expanding their cross-border applications in food, health products, cosmetics, and even special medical foods. The combined path of "Natural Extraction + Intelligent Manufacturing" is also becoming a new direction for collaborative innovation between the R&D and production ends.

Hot Keywords:

- Precision Nutrition
- Natural Extraction
- Biological Activity
- Polysaccharides / Polypeptides
- Intelligent Process

Industry Trends:

- Research-driven: Basic research and mechanism analysis support raw material development.
- Efficacy orientation: Efficacy verification has become the core barrier for market access and brand competition.
- International formula demands: Ingredient compliance, dosage form innovation, and compound optimization for the global market have become key research and development directions.



The "TOP 20 Annual Awards for Natural Nutrition Ingredients" selected 20 enterprises and products that play a leading role in the field of natural nutrition ingredients from dimensions such as technological innovation, efficacy verification, market prospects and international potential. The award-winning products cover multiple directions such as polysaccharides/peptides, bioactive plant extracts, functional fermentation products, amino acids, and AI intelligent customized raw materials, reflecting the trend of promoting nutrition through technology and also echoing the industry's main theme of "Precision Nutrition + Innovative Ingredients".

"Strong Upgrade, World Expo"

WPE & WHPE 2026 - World of Plant Extracts Innovative Natural Ingredients Expo

Why Choosing WPE & WHPE 2026

- **Business Opportunities:** Connect with global buyers, expand the market, and explore innovative raw materials and technologies.
- **Industry Frontier:** Participate in high-level forums, understand the trends of precision nutrition, and drive product upgrades.
- **Network Expansion:** Over 25,000 professional visitors, and over 700 exhibitors, providing an efficient cooperation platform.
- **Xi 'an's Advantages:** As a global center for plant extracts, with nearly 2,000 manufacturers, it offers local supply chain support.

With the successful conclusion of the WPE & WHPE 2025, we are about to embark on a new journey. In 2026, the exhibition will be strongly upgraded with the global positioning of "WPE & WHPE World Expo" for natural extracts and health ingredients, gathering more international resources and innovative achievements, and building an entire industrial chain ecological platform covering raw materials, technology to terminal applications.

We will continue to join hands with PE-TECH and hold the "Natural Extraction Technology, Biotechnology and Packaging Technology Expo" at the same time and place, working together to promote the integrated development of multiple industries such as extraction, biological fermentation, functional food, and nutritional beauty.

Time: Aug. 24-26, 2026

Place: Xi 'an, China

Welcome more global friends to join us and attend this world-level event together!



WORLD OF PLANT EXTRACTS

INNOVATIVE NATURAL INGREDIENTS EXPO

See you 2026 相约下一年

天然健康原料世界博览会

中国·西安国际会展中心 Hall 1 Hall 2

2026 . 08 . 24 - 26

