

## **Business Insights from China's Number 1 Online Probiotics Brand: Evolution Health**

*In Conversation with Ben McHarg, Managing Director at Evolution Health, Winner of the Business Excellence Award for Agriculture, Food and Beverage at the 2017 AustCham Westpac Australia-China Business Awards (ACBAs)*

Evolution Health's growth in the Chinese market in the past three years has been exceptional; with sales growth averaging 100% every year. Their flagship brand Life-Space is China's number one online probiotic brand, with over 18% of market share.



Managing Director, Ben McHarg attributed Evolution Health's China entry strategy to the careful observations of Australian-based Chinese personal shoppers (Daigou) early success with selling their products to Chinese consumers online. Through extensive research and analysis, Evolution Health was able to pinpoint the growing demand for their probiotics products range in modern Chinese consumers, particularly that of millennial mothers.

"Understanding the huge opportunity that China presented, we focused our energies on promoting the brand via E-Commerce and social media to help raise the profile and continue to reach new consumers in that market" stated Mr McHarg. He also contributed the success and growth of the brand in China to Evolution Health's offering of quality unique products, all fully manufactured in Australia. "Chinese consumers are very health conscious, particularly when it relates to babies and children; and that is the core strength of our range" noted Mr McHarg.

Evolution Health's outstanding growth as an Australian-owned company in China's competitive FBA industry won them the *2017 ACBA Business Excellence Award for Agriculture, Food and Beverage*.

"[The award] certainly helped create a lot of interest and understanding of the success we were enjoying, and was a wonderful boost to our amazing team who have helped create this momentum" reflected McHarg.

“Our focus this year is shifting to a proactive leadership role in the industry, ensuring that we continue to innovate and educate the market on probiotics in particular” stated McHarg.

Reflecting on the brand’s successful growth in the China market, McHarg advised new businesses looking to enter into the China market to ensure they have a clear, unique and easily explained point of difference. “Spend as much time physically in China as possible, speaking to a broad range of people before locking into partnerships or arrangements. Network with companies already engaged in the market and keep an open mind to how it may be very different from your experiences in domestic or even other export markets.”



For more information regarding Evolution Health’s product line, head to their [website](#).

For more information regarding Evolution

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If you would like more information about the 2018 ACBAs, contact AustCham Shanghai’s Senior Partnerships and Projects Manager [Stephanie Smith](#).