



## Rapid Nutrition Accelerates China Expansion Amid Booming Health and Wellness Market

*With 1600% month-over-month growth in repurchase orders and new KOL partnerships across Douyin and WeChat, Rapid Nutrition accelerates its China expansion strategy*

**London, United Kingdom – 29 April 2025 –** [Rapid Nutrition PLC](#) (Euronext Growth: [ALRDP](#)), a leading HealthTech company dedicated to advancing global wellness, today announced strengthened progress in China during March 2025, building momentum in a market forecast to exceed USD 1.65 trillion by 2030.

Following the successful localization of its SystemLS brand and optimized e-commerce strategies, Rapid Nutrition reported a 1600% month-over-month increase in repurchase orders, a major milestone reflecting growing consumer loyalty and brand resonance within China's dynamic health and wellness sector.

China's health and wellness industry reached USD 774 billion in 2023 and continues to expand rapidly, with overseas supplement brands occupying a significant and growing market share. SystemLS is strategically positioned to capture this demand by offering premium, evidence-based nutrition solutions tailored to the needs of Chinese consumers.

Key operational highlights in March include:

- **Douyin (“Tiktok”) flagship store approval** for platform-wide promotional events, driving greater organic traffic and higher conversion potential.
- **Influencer marketing expansion**, with livestreaming activities accounting for over 97% of store sales. Top-tier fitness and lifestyle KOLs, continue to anchor Rapid Nutrition's brand awareness and customer acquisition efforts.
- **Strategic collaborations**, with SystemLS Premium Protein Blend featured in targeted promotional campaigns to broaden brand exposure across Douyin.
- **Targeted product development**, featuring Australian-imported and patented ingredients, optimized for both fitness and wellness consumer segments, ensuring compliance with both Chinese and international standards.

- **Strong female consumer engagement**, aligning with China's fast-growing segment of health-conscious women in first- and second-tier cities — a demographic that prioritizes nutritional content and wellness lifestyle products.

“China represents one of the largest and fastest-growing opportunities globally for wellness brands,” said Simon St. Ledger, CEO of Rapid Nutrition. “Our expanding footprint, enhanced by strategic KOL partnerships and localized innovation, positions Rapid Nutrition to capitalize on the explosive growth in China’s health and wellness sector.”

Rapid Nutrition’s China growth plan targets:

- **\$1.2 million in sales for 2025** with a projected ROI of 6.11x.
- Expansion into new channels including **local Douyin stores, WeChat video stores**, and broader **Tmall domestic market entry**, optimizing both brand visibility and operational efficiencies.
- Continued focus on **KOL-led marketing**, scaling influencer collaborations across fitness, wellness, and lifestyle verticals to reach wider consumer groups.

With a foundation built on scientific credibility, premium quality, and localized execution, Rapid Nutrition is poised to accelerate growth across China’s thriving wellness landscape in 2025 and beyond.

## **About Rapid Nutrition**

Rapid Nutrition is a global HealthTech company dedicated to advancing wellness through evidence-based, personalized nutrition solutions. Leveraging advanced technologies, AI, and scientific research, the company is committed to optimizing nutrition, improving health outcomes, and fostering sustainable, healthier lifestyles worldwide.

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