



F18/26: Dietary Supplements Exported to China

Food Products

7 May 2026

1 Special rectification campaign against false advertisement in food products sold online

- (1) On 29 April 2026, The State Administration for Market Regulation (SAMR) issued a [Notice of a Special Rectification campaign against false advertisement in online food sales](#). The Notice announces a nationwide, six-month special rectification campaign targeting false and illegal advertising in online health food sales.
- (2) Under Chinese regulation, the term “health food” includes any food that makes health-related claims. This category includes products that are classified in New Zealand as dietary supplements.
- (3) The campaign responds to growing food safety and consumer protection risks associated with the rapid expansion of e-commerce, particularly livestreaming, social commerce and delivery platforms.
- (4) The campaign covers a wide range of actors involved in online health food sales, including:
 - a) E-commerce platforms (including livestream, social, and delivery platforms)
 - b) Merchants and food sellers operating on platforms
 - c) Livestreaming hosts, agencies, and marketing service providers
 - d) Advertisers, advertising operators, publishers, and endorsers
 - e) Food producers and distributors
- (5) The scope of the campaign reflects enforcement issues identified in online sales of imported foods, including false or misleading claims relating to product origin, ingredients, quality, certifications, and inspection or testing results, as well as the operation of “ghost shops” and failures in platform oversight arrangements. Dietary supplements and other health foods are considered among the most sensitive and closely scrutinised product categories).
- (6) SAMR has indicated that the campaign will severely crack down on false commercial marketing, illegal advertising, and unlawful or non-compliant behaviour by platforms, agencies, and associated service providers. Particular enforcement focus areas include:
 - a) claims that foods can prevent, treat, or cure diseases, or that use medical or pharmaceutical terminology
 - b) exaggerated or unsubstantiated health or functional claims, including claims not consistent with approved health food registrations or filings
 - c) the use of endorsements or “expert” recommendations, including from medical professionals, researchers, or institutions, to promote foods
 - d) failure to include required consumer warning statements for health foods, such as statements that products are not medicines and cannot replace medical treatment

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- e) misleading sales practices in livestreaming, including fabricated sales data, fake reviews, or artificially inflated viewer numbers
- (7) The campaign also places significant responsibility on e-commerce platforms to strengthen compliance systems, including merchant verification, pre-publication review of advertising and livestream content, monitoring and inspection of online listings, and timely removal or suspension of non-compliant products, livestream rooms, or accounts.
- (8) MPI understands that some Chinese e-commerce platforms have already begun implementing stricter commercial and compliance requirements for international brands operating on their platforms, including enhanced documentation checks, tighter controls on marketing language, and increased scrutiny of livestreaming and influencer content.
- (9) New Zealand exporters selling dietary supplements and other health foods to China via cross-border e-commerce (CBEC) are strongly advised to align closely with Chinese regulatory requirements and updated platform rules. Exporters should review all product descriptions, advertising materials, labels, and livestream or influencer scripts to ensure they do not include prohibited disease-related, medical, or exaggerated health claims, and that required warning statements and disclosures are clearly displayed.
- (10) Exporters should also ensure that third parties acting on their behalf, including distributors, agents, influencers, and marketing service providers, understand and comply with Chinese food advertising and e-commerce requirements, as non-compliant conduct by these parties may result in enforcement action or platform penalties affecting the exporter's products.
- (11) Exporters and manufacturers should read this guidance alongside [F45/25: China – Updates on Cross-Border E-commerce \(CBEC\) Exported Food Products](#) so they get a fuller picture of regulatory expectations and the broader enforcement direction in the China CBEC market.

Contact for further information

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