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Report Highlights:

On March 14, 2025, The People's Republic of China (China's) State Administration for Market Regulation (SAMR) released the final Food Labeling and Marking Supervision and Management Measures. These Measures stipulate requirements for labeling and marking of prepackaged foods and bulk foods being produced and sold in China, and how market regulation departments supervise and monitor the food labels in the market. China notified the draft Measures in July 2024, the finalized Measures will enter into force on March 16, 2027. This report provides an unofficial translation of the final regulation. Stakeholders should conduct their own review of the standard to assess how the Measures may influence their operating practices.

Report Summary:

On March 14, 2025, The People's Republic of China (China's) State Administration for Market Regulation (SAMR) released the final [Food Labeling and Marking Supervision and Management Measures](#) (link in Chinese). These Measures will enter into force on March 16, 2027, and will replace the existing Food Labeling and Marking Management Measures published by the former General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China (AQSIQ) under [No. 102 Announcement](#) (link in Chinese) since August 2007.

On July 11, 2024, China notified draft Food Labeling and Marking Supervision and Management Measures to the World Trade Organization (WTO) under [G/TBT/N/CHN/1401/Add.2](#). Please see FAS GAIN Report [CH2024-0089](#) for more information about the notified document.

These final Measures apply to marking and labeling of foods and food additives produced and sold in PRC China, including prepackaged and bulk foods, specifically regulate words, symbols, numbers, patterns, pictures, or other information provided by manufacturers on labels and instructions for prepackaged foods, and descriptions on containers and outer packaging for bulk foods, displaying food and manufactures and/or operators information to consumers. These Measures also stipulate how to provide proper information to special foods and foods sold online.

While these Measures focus on clarification on appearances and layouts displayed on food packaging, such as font size, color, location of texts and symbols, content and information that could be included or prohibited on the markings to consumers, China also released below two national standards which regulate safety and nutrition information required for labeling on prepackaged foods, which will enter into force at the same date as March 16, 2027:

- GB 7718-2025 National Food Safety Standard General Principles for the Labeling of Prepackaged Foods, please see FAS GAIN Report [CH 2025-0070](#).
- GB 28050-2025 National Food Safety Standard General Rules for Nutrition Labeling of Prepackaged Foods, please see FAS GAIN Report [CH 2025-0074](#).

The labels of edible agricultural products should follow the Measures for Supervision and Administration of Quality and Safety of Edible Agricultural Products in Markets, please refer to FAS GAIN Report [CH2023-0119](#) for more detailed information on how to label agricultural products sold in China.

This report provides an unofficial translation of the final regulation. Stakeholders should conduct their own review of the standard to assess how and whether the draft measures may influence their operating practices.

BEGIN TRANSLATION

Food Labeling and Marking Supervision and Management Measures

Chapter 1 General Provisions

Article 1 These Measures are formulated in accordance with the Food Safety Law of the People's Republic of China, the Implementation Regulations of the Food Safety Law, and other relevant laws and regulations, in order to standardize labeling and marking on foods, strengthen its supervision and management, and protect the legitimate rights and interests of consumers.

Article 2 These Measures apply to the labeling and marking and the supervision and management of foods and food additives (hereinafter referred to as “foods”) produced or sold in China.

Article 3 “Food labeling and marking” as referred to in these Measures means any text, symbols, numbers, graphics, or other descriptions used to present information about food and its manufacturer or operator, displayed on labels and instruction manuals of prepackaged foods, or on containers and outer packaging of bulk foods.

Article 4 Food labeling and marking shall comply with the provisions of laws, regulations, rules, and national food safety standards.

Labeling and marking must be clear, prominent, and easy for consumers to recognize and read.

Article 5 Food manufacturers and operators shall be responsible for the authenticity, accuracy, and legality of the labeling and marking they provide and shall designate specific institutions or personnel to review and verify the labeling and marking on foods.

Manufacturers and operators are encouraged to engage third-party professional institutions or technical personnel to conduct compliance evaluations of their food labeling and marking.

Article 6 The State Administration for Market Regulation is responsible for organizing and supervising food labeling and marking nationwide.

Local market regulation departments at the county level or above are responsible for supervision and management of food labeling and marking within their jurisdictions.

Article 7 Food labeling and marking must not include any of the followings:

- (1) Claims relating to the prevention or treatment of diseases;
- (2) False descriptions made in a deceptive, misleading, or exaggerated manner;
- (3) Content that violates scientific knowledge, public order, good customs, or promotes superstition;
- (4) Claims such as “special supply,” “exclusive supply,” or “internal supply” for government or military institutions;

(5) Other content prohibited by laws, regulations, rules, and national food safety standards.

Except for health foods, other foods shall not claim to have health benefits (functions) in their labeling and marking.

Article 8 Without reference from laws, regulations, rules, national food safety standards, or industry standards, food labeling and marking must not claim suitability for minors or mislead or deceive consumers.

Chapter 2 General Provisions for Prepackaged Food Labels

Article 9 Labels of prepackaged foods shall indicate the mandatory labeling items as stipulated in Article 67 of the Food Safety Law and relevant national food safety standards in China.

Labels and instruction manuals for food additives shall indicate the mandatory labeling items specified in Article 70 of the Food Safety Law and relevant national food safety standards in China.

Article 10 Mandatory labeling items for prepackaged foods shall be marked on the outer packaging of the smallest sales unit.

If the smallest sales unit contains multiple individually packaged items or multiple layers of packaging, and if the outer packaging allows easy opening for reading or the contents are clearly visible through it, the mandatory labeling items on the inner packaging do not need to be repeated on the outer packaging.

Article 11 Texts used for mandatory labeling items on prepackaged food labels shall be in standard Chinese characters. Traditional Chinese characters, Pinyin, and foreign languages that correspond to the labeled content may also be used, but their font size must not exceed that of the standard Chinese characters. The use of minority languages shall comply with relevant national regulations.

Article 12 Mandatory labeling items on prepackaged food labels shall use text, symbols, numbers, and graphics that contrast clearly with the background color. Production date and shelf-life expiration date shall be marked in high-contrast formats such as black text on a white background to ensure clarity.

Article 13 Mandatory labeling items on prepackaged food labels shall use text, symbols, and numbers with a font height no smaller than 1.8 mm, and the height-to-width ratio of the font shall not exceed 3.

For packaging with a maximum surface area greater than 150 cm², the height of texts, symbols, and numbers (excluding the nutrition information table) shall be not smaller than 2.0 mm; for packaging larger than 400 cm², the height of texts, symbols, and numbers should be not smaller than 2.5 mm.

For the date of manufacture and shelf-life expiration date, font height must be not smaller than 3.0 mm, except for packaging smaller than 35 cm², where it should be not smaller 2.0 mm.

Article 14 Date of manufacture and shelf-life expiration date of prepackaged foods must be marked in a dedicated area on the packaging and not be prone to falling off. If this area is not on the main display page, the main page must clearly state “See [specific part] of packaging,” and the area showing the actual date must be easy to locate and read.

Article 15 The date of manufacture of the prepackaged foods shall be determined based on the completion of the production process. If the smallest sales unit is single-layer packaging, the production date is the date when the packaging process is completed. If the smallest sales unit has multilayer packaging, the production date is the date when the packaging process for food contacting layer is completed. If sterilization, fermentation, or similar processes are needed after packaging, the production date is the completion date when the relevant processes completed.

If the smallest sales unit contains multiple individually packaged items, the shelf-life expiration date should reflect the earliest expiring date, or each item should be labeled separately for the expiration date.

Article 16 The labels of prepackaged foods must include names that reflect the true nature of the foods and must not mislead or deceive consumers.

In the following cases, food names should be labeled in accordance with relevant requirements:

- (1) For foods made from animal-derived food ingredients, if the name reflects livestock and poultry meat or animal aquatic product ingredients, those ingredients should be the main ingredients. If the name only reflects one type of ingredient, all the ingredients used should come from the livestock and poultry meat or animal aquatic product; if the name reflects more than two types of ingredients, the ingredients used should be sorted in the name from high to low according to the amount added.
- (2) For simulated animal-derived foods made from plant-derived food ingredients, the words “imitation”, “vegetarian”, or “certain plant” shall be in the name;
- (3) For foods that do not add certain ingredients but only use food flavors and spices to blend the flavor of the ingredient, when the flavor of the ingredient is in the food name, the words “certain taste” or “certain flavor” shall be added in the name.

Article 17 The name and address of the manufacturers on the labels of prepackaged foods must the same name and address on the food production license. The contact information must be real and valid.

If the food is produced by a branch or facility that cannot legally bear responsibility independently, the name and address of the legal entity that can bear legal responsibility shall be marked on the labels.

When multiple manufacturers are marked on the labels of the prepackaged foods, the actual manufacturer must be easy to identify.

For contract-manufactured foods, the label must also list the name, address, and contact information of both the entrusting and entrusted parties, prefixed with “Entrusting Party, Entrusted Party” or “Entrusting Unit/Entrusted Unit”.

Article 18 The ingredient list shall use “Ingredients” or “Ingredient List” as guiding languages on the labels of the prepackaged foods. If ingredients used have changed into other components during processing, “raw materials” or “raw and auxiliary materials” can be used instead.

Repackaged foods should be marked with the word “repackaged,” and its ingredient list should include the ingredient list information of the repackaged foods.

Article 19 Net content on labels of quantitative prepackaged foods must comply with the Measures for the Supervision and Administration of Quantitative Packaging Commodities.

Liquid, semi-solid, or viscous foods should be labeled in units of volume or mass; solid foods should be labeled in units of mass; foods that are not suitable for labeling in units of mass and volume can be labeled in units of length. For foods containing solid and liquid phases, when the solid phase is the main food ingredients, in addition to the net content, the drained matter (solids) content should also be labeled in the form of mass or mass fraction.

If the net content cannot be marked for non-quantitative prepackaged foods sold by measurement, the words “measurement by weight” shall be marked.

Article 20 If the same prepackaged food contains multiple pieces of quantitatively packaged food, the specifications shall be labeled. If the quantitatively packaged food is of the same type, the net content of each piece and the total number of pieces shall be labeled, or the total net content shall be labeled; if the quantitatively packaged food is of different types, the net content of each piece and the corresponding number of pieces of each different quantitatively packaged food shall be labeled, or the total net content of each different quantitatively packaged food shall be labeled.

Article 21 The product standard code on the label should include the standard number, sequence number, and year of issuance. Only the standard number and sequence number may be shown, as long as they correspond to the valid version in effect at the time of production.

The imported prepackaged foods may not mark the product standard code.

Article 22 The production license number on the label must be the number listed on the actual producer’s food production license.

Imported prepackaged foods may omit the license number.

Article 23 Storage conditions, warning labels, cautionary statements, or other notices marked on labels of prepackaged foods, must comply with laws, regulations, and national food safety standards.

Article 24 If QR codes or other digital methods are used to present food labeling content, the information must comply with these Measures and must be consistent with the physical labeling information on the food packaging.

Chapter 3 Special Food Labeling Provisions

Article 25 The content of labels and instruction manuals for special foods must be consistent with those submitted for registration or filing.

If the label fully includes all content of the instruction manual, a separate manual is not required.

Article 26 Labels and instruction manuals for health foods shall indicate the items specified in Articles 67 and Article 78 of the Food Safety Law of the People's Republic of China.

In addition to the above, they must also clearly mark the health food logo, registration or filing number, a warning statement area that displays required warning languages. Nutrient supplements products must also indicate the term "Nutrient Supplement."

For sales units of health food with a maximum surface area less than 35 cm², the label must at minimum display the registration or filing information, health food logo, name of the manufacturer, production license number, date of manufacture, and shelf-life expiration date, warning statement, etc.

Article 27 Information such as the health food logo, product name, registration or filing number, warning area and warning languages, net content and specifications must be grouped in the same area on the label of the smallest sales unit.

If the smallest sales unit has multiple individual packages or multi-layer packaging, the outer packaging must comply with labeling requirements for the smallest sales unit in these Measures. The packaging for direct contacts with the food must at least include product name, net content and specifications, date of manufacturer and shelf-life expiration date, and consumption amount and method. If the packaging can be sold separately after removing the outer packaging, it must still meet the labeling requirements for the smallest sales unit.

Article 28 The name of a health food must match the name submitted for registration or filing. Any trademark name, common name, or descriptive name included in the product name must not be labeled separately, and must be in a consistent for style, color, and size of the font.

When using a trademark other than the trademark corresponding to the trademark name in the product name, the area of such trademark shall not be larger than one quarter of the area of the product name and smaller than the area of the trademark name in the product name. It shall not

be used in conjunction with the product name and shall not mislead people into thinking it is part of the product name.

Article 29 The specification of health food shall refer to the weight or volume of the smallest preparation unit. The net content shall refer to the total amount of product in the smallest sales unit, or the size of the smallest unit and the corresponding quantity

Article 30 Formula foods for infants ages 0–6 months must not include content claims or functional claims on their labels. Formula foods intended for infants older than 6 months, content claims and functional claims are also prohibited for necessary ingredients.

Article 31 Labels for Foods for Special Medical Purposes (FSMP) must group the following items in the same area of the smallest sales unit: FSMP logo, product name, registration number, net content (specifications), intended population, and the warning message of “Use under the guidance of a doctor or clinical nutritionist.”

Article 32 Matters not specified in this Chapter, should comply with the general provisions for prepackaged food labels in these Measures and other regulations issued by the State Administration for Market Regulation.

Chapter 4 Requirements of Labeling and Marking for Food Sales

Article 33 When selling bulk foods, the container or outer packaging must be labeled with the name of the food, components or ingredient list, date of manufacture or batch number, shelf life, and name, address, and contact information of the manufacturer and operator.

If prepackaged food is sold by weight after its outer packaging has been removed, the relevant contents shall be marked in accordance with the provisions of the preceding paragraph. If the individual inner packaging already contains all the required information listed above, additional labeling is not required.

Article 34 For the prepackaged foods sold online, information such as food name, net content, components or ingredients list, shelf life, product standard code, storage condition, name and address of manufacturers, registration of filing information for special foods, etc. should be displayed prominently on the main sales page.

Except for dynamic information such as date of manufacture and expiration date, all other labeling information displayed online must match that on the actual physical product label for sales.

Article 35 Third-party online food trading platforms providers must establish monitoring systems for food labeling and marking information published by vendors on the platform, set up a dedicated food safety management department, or designate full-time food safety management personnel to monitor and inspect food business activities and information.

If a platform providers discover labeling and marking information is in violation of laws, regulations, rules, and national food safety standards, they must take necessary action in accordance with the law, keep relevant records, and report to the market supervision department at or above the county level where the platform is located.

Article 36 When selling special foods, retailers must establish a dedicated zone or display cabinet that clearly identifies sales for health foods, foods for special medical purposes, or infant formula foods.

Health food operators shall mark consumer reminder such as “Health food is not medicine and cannot replace medication for treating diseases” in a prominent position at the physical business premises and at a prominent position on the main page of health foods online sales.

Chapter 5 Supervision and Administration

Article 37 Market regulation departments shall, in accordance with their responsibilities as defined by laws and regulations, carry out supervision and inspection of food labeling and marking.

Article 38 If a market regulation department discovers that a vendor on a platform is engaging in food labeling and marking violations and requests the platform provider to take action in accordance with the law, the platform provider must cooperate.

Article 39 The market supervision and management department may comprehensively consider the relevance of the labeling and marking content to food safety, the subjective fault of the food manufacture and operator, the consumer’s understanding for food safety and their choices, and other factors to determine the defects of the prepackaged food labels and instructions. If a pre-packaged food has any of the following circumstances, it can generally be determined as a label or instruction manual defect as stipulated in Paragraph 2 of Article 125 of the Food Safety Law of the People’s Republic of China:

- (1) Font size, type, or height for texts, symbols, or numbers are not standardized; typographical errors, extra or missing characters; use of traditional characters; inaccurate foreign language translations; or foreign texts larger than Chinese characters, etc;
- (2) Improper format or method of expressing net content or specifications; or failure to label storage conditions according to requirements when foods don’t need special storage conditions;
- (3) Improper use of colloquial or abbreviated names for foods, food additives, or ingredients;
- (4) Improper marking of order, values, or units used in nutrition information (table) and ingredient lists; incorrect rounding intervals, “0” thresholds, or unit formats in nutrition information table;
- (5) Other minor issues that do not affect food safety and do not intentionally mislead consumers.

Chapter 6 Legal Liability

Article 40 If laws or administrative regulations already provide for penalties related to food labeling and marking violations, those provisions shall apply.

Article 41 Any violation of the provisions of Item 1 to 3 of Paragraph 1 of Article 7, Article 9, Article 16, Paragraph 1 of Article 17, Paragraph 1 of Article 22, and Paragraph 1 of Article 26 of these Measures shall be punished by the market supervision and management departments at or above the county level in accordance with the provisions of Paragraph 1 of Article 125 of the Food Safety Law.

Article 42 Any violation of the provisions of Item 4 of Paragraph 1 of Article 7 of these Measures shall be fined not less than RMB 10,000 yuan but not more than RMB 30,000 yuan by the market supervision and administration department at or above the county level; if the circumstances are serious, a fine of not less than RMB 30,000 yuan but not more than RMB 100,000 yuan shall be imposed.

Article 43 Any violation of the provisions of Paragraph 2 of Article 7, Paragraph 1 of Article 25 of these Measures shall be punished by the market supervision and administration departments at or above the county level in accordance with the provisions of Article 68 of the Regulations for the Implementation of the Food Safety Law of the People's Republic of China.

Article 44 Any violation of the provisions of Article 8, Articles 10 to Article 14, Paragraph 2 to 4 of Article 17, Article 18, Paragraph 2 and Paragraph 3 of Article 26, Article 27, and Article 28 of these Measures shall be ordered to correct by the market supervision and administration departments at or above the county level and may be fined not more than RMB 30,000.

Article 45 Any violation of the provisions of Article 15 of these Measures by marking false dates of manufacture and shelf-life expiration dates shall be punished by the market supervision and administration departments at or above the county level in accordance with the provisions of the first paragraph of Article 124 of the Food Safety Law of the People's Republic of China.

Article 46 Any violation of the provisions of Paragraph 1 of Article 19 of these Measures shall be dealt with in accordance with the relevant provisions of the "Measurement Supervision and Management Measures for Quantitative Packaged Goods."

Any violation of the provisions of Paragraph 2 and Paragraph 3 of Article 19, Article 20 and Article 29 of these Measures, where the net content and specifications are not correctly and clearly marked, shall be ordered to be corrected by the market supervision and management departments at or above the county level; if the net content and specifications are not marked, they shall be corrected within a time limit and fined not more than RMB 30,000.

Article 47 Any violation of the provisions of Article 33 of these Measures shall be punished by the market supervision and management departments at or above the county level in accordance with the provisions of Paragraph 1 of Article 126 of the "Food Safety Law of the People's Republic of China."

Article 48 Any violation of the provisions of Article 34 and Article 36 of these Measures shall be ordered to be corrected by the market supervision and management departments at or above the county level and given a warning; if the correction is refused, a fine of not less than RMB 5,000 but not more than RMB 30,000 shall be imposed.

Article 49 Any violation of the provisions of Paragraph 1 of Article 35 of these Measures shall be ordered to be corrected by the market supervision and management departments at or above the county level and given a warning; if the correction is refused, a fine of not less than RMB 5,000 but not more than RMB 30,000 shall be imposed.

If the provisions of Paragraph 2 of Article 35 of these Measures are violated, the market supervision and management department at or above the county level shall order rectification and may impose a fine of not less than RMB 10,000 but not more than RMB 30,000.

Article 50 If the violation of the provisions of these Measures is minor and corrective action is taken in a timely manner and does not cause harmful consequences, no administrative penalty shall be imposed; if the harmful consequences of the illegal act are actively eliminated or mitigated, the administrative penalty shall be mitigated or reduced.

Chapter 7 Supplementary Provisions

Article 51 The labeling and marking of prepared and sold on-the-spot foods in the catering services cycle and the edible agricultural products sold in the market and their supervision and management are not subject to these Measures.

Article 52 The labels of food produced in the territory of the People's Republic of China for export only shall comply with the standards or contractual requirements of the importing country (region).

Article 53 The labels of prepackaged food produced and sold by small food production and processing workshops may refer to these Measures for implementation.

Article 54 These Measures shall come into force on March 16, 2027. The "Food Labeling and Marking Management Regulations" promulgated by the former General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) and the "Health Food Labeling Regulations" promulgated by the former Ministry of Health (MOH) shall be abolished at the same time.

END OF TRANSLATION

Attachments:

No Attachments.