

Thailand Dietary Supplements Market Size, Share & Trends Analysis Report By Product (Single Ingredient, Multi-Ingredients/Blends), By Ingredient (Vitamin, Minerals, Botanical Extracts), By End User, By Form, By Application, By Type, By Distribution Channel, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/T97E67814223EN.html>

Date: March 2026

Pages: 110

Price: US\$ 5,950.00 (Single User License)

ID: T97E67814223EN

Abstracts

The Thailand dietary supplements market size was estimated at USD 2,778.2 million in 2025 and is projected to reach USD 5,763.7 million by 2033, growing at a CAGR of 9.6% from 2026 to 2033. Lifestyle conditions such as diabetes, cardiovascular issues, and obesity influence buying, particularly in urban hubs such as Bangkok, Thailand, and the wellness-forward retail corridor of Chiang Mai, Thailand.

Office professionals adopt supplements for focus and stable energy due to long work hours and stress fatigue. Thailand is witnessing a pronounced rise in health consciousness as consumers become more proactive in managing their well-being. The shift from curative to preventive healthcare is driving individuals to adopt daily supplements as part of their lifestyle. Increased exposure to wellness information through digital platforms, influencer-led content, and government awareness campaigns has elevated public understanding of the importance of micronutrients, immunity support, and overall nutritional balance. As a result, dietary supplements are no longer perceived as optional enhancements but as essential components of a modern health regimen.

According to the PwC Voice of Consumer Survey conducted in 2025, about 40% of Thai consumers report regularly taking supplements or vitamins to boost their health, which is significantly higher than the global average of 30%. This demonstrates a stronger

orientation toward preventive care in Thailand compared with many markets worldwide.

The higher adoption rate is driven by increased interest in ingredients such as vitamins, omega-3, probiotics, collagen, and herbal formulations rooted in traditional Thai wellness practices. Younger consumers, in particular, are embracing supplements not just for immunity, but for skin, sleep, mental well-being, and energy management.

Thailand Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Thailand dietary supplements market on the basis of product, ingredient, type, form, application, end-user, and distribution channel.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Single Ingredient

Multiple Ingredients/Blends

Ingredient Outlook (Revenue, USD Million, 2021 - 2033)

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Form Outlook (Revenue, USD Million, 2021 - 2033)

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquids

Others

Type Outlook (Revenue, USD Million, 2021 - 2033)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2021 - 2033)

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

End User Outlook (Revenue, USD Million, 2021 - 2033)

Adults

Millennials

Male

Female

Pregnant Women

Non-pregnant Women

Gen X

Male

Female

Pregnant Women

Non-pregnant Women

Gen Z

Male

Female

Pregnant Women

Non-pregnant Women

Boomers

Male

Female

Geriatric

Children

Infants

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Direct Sales

D2C

Others

Online

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