

# Thailand Liquid Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredients (Vitamins, Botanicals, Minerals), By Type, By Application, By End Use, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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## Abstracts

The Thailand liquid dietary supplements market size was estimated at USD 85.8 million in 2024 and is projected to reach USD 150.9 million by 2030, growing at a CAGR of 10.0% from 2025 to 2030. Rising health awareness, a stronger focus on preventive care, and demand for convenient nutrition choices are the major drivers promoting market growth.

Liquid supplements are preferred for their quick absorption and targeted benefits, helping with immunity, energy, skin health, and overall wellness. The market is also supported by an aging population, increasing use of digital health platforms, and the blending of traditional herbal remedies with modern supplement formats. Demand for dietary supplements in Thailand is rising as consumers increasingly prioritize health, convenience, and preventive wellness. In big cities such as Bangkok and Chiang Mai, urban lifestyles are shifting toward ready-to-drink formats, single-serve sachets, and wellness shots offering quick, targeted benefits. Benefits such as immunity support, energy, and skin vitality are being prioritized. Modern formulations incorporating traditional herbs such as fingerroot, turmeric, and bael fruit (nam matoom) appeal to younger consumers and health-conscious professionals, blending cultural familiarity with contemporary convenience.

Consumers are also becoming more selective, favoring natural, minimally processed products, and aligning with comprehensive wellness trends. Social media influence, celebrity endorsements, and lifestyle-driven marketing reshape perceptions, positioning

liquid supplements as aspirational and lifestyle-oriented choices. These evolving preferences, coupled with growing digital engagement and heightened preventive health awareness, continue to drive innovation and expansion in the market.

## Thailand Liquid Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Thailand liquid dietary supplements market report based on ingredients, type, application, end use, and distribution channel:

### Ingredients Outlook (Revenue, USD Million, 2018 - 2030)

#### 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

Type Outlook (Revenue, USD Million, 2018 - 2030)

OTC

Prescribed

Application Outlook (Revenue, USD Million, 2018 - 2030)

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 Use Outlook (Revenue, USD Million, 2018 - 2030)

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, 2018 - 2030)

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Practitioner

Others (Direct to Consumer, MLM)

Online

Amazon

Other Online Retail Stores

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