

# **Thailand Nutraceuticals Market Size, Share & Trends Analysis Report By Product (Dietary Supplements, Functional Food, Functional Beverages, Infant Formula), By Application (Allergy & Intolerance, Healthy Ageing), By Distribution Channel, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The Thailand nutraceuticals market size was estimated at USD 5.72 billion in 2024 and is projected to reach USD 12.98 billion by 2033, growing at a CAGR of 9.5% from 2025 to 2033. Rising demand for plant-based supplements is driving the reformulation of traditional Thai botanicals such as fingerroot and ginger into modern wellness products. Local players are focusing on condition-based solutions that cater to immunity, digestion, and fatigue relief. Growth in pharmacy-led retail and wellness e-commerce is improving product access across regions.

### **Consumer Insights**

Growing awareness around long-term wellness and disease prevention reshapes consumer choices, leading to greater interest in functional nutrition. In Thailand, this shift fuels the demand for nutraceuticals that support immunity, mobility, and daily vitality. Younger individuals gravitate toward plant-based and clean-label options, while older consumers prioritize heart and joint health. Locally familiar ingredients like turmeric and fingerroot are also gaining renewed trust for their natural healing properties. With improved access through online platforms and e-pharmacies, nutraceuticals are becoming a routine part of health management across a broader consumer base.

Health-conscious behavior is rising across all age groups. Younger adults and professionals seek products supporting energy, focus, and daily wellness. Middle-aged consumers are more focused on addressing age-related concerns such as fatigue and joint discomfort, while older adults prioritize mobility and vitality. Women show growing interest in supplements that promote inner wellness and hormonal balance. Clean-label positioning and herbal-based formulations resonate strongly with modern preferences. Expanding online access also encourages wider nutraceutical adoption in emerging and semi-urban areas.

## Thailand Nutraceuticals 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 2021 to 2033. For this study, Grand View Research has segmented the Thailand nutraceuticals market report based on product, application, and distribution channel:

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

#### Dietary Supplements

Tablets

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

Capsules

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

Soft Gels

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

Powders

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

Gummies

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

Liquid

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

Others

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

Functional Food

Vegetable and Seed Oil

Sweet Biscuits, Snack Bars and Fruit Snacks

Dairy

Baby Food

Breakfast Cereals

Others

Functional Beverages

Energy drink

Sports drink

Others (Functional dairy based beverages, kombucha, kefir, probiotic drinks, and functional water)

Infant Formula

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

Allergy & Intolerance

Healthy Ageing

Bone & Joint health

Cancer Prevention

Children's Health

Cognitive Health

Diabetes

Digestive / Gut Health

Energy & Endurance

Eye Health

Heart Health

Immune System

Infant Health

Inflammation

Maternal Health

Men's Health

Nutricosmetics

Oral care

Personalized Nutrition

Post Pregnancy Health

Sexual Health

Skin Health

Sports Nutrition

Weight Management & Satiety

Women's Health

Others

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

Offline

Supermarkets & Hypermarkets

Pharmacies

Specialty Stores

Practitioner

Grocery Stores

Others

Online

Amazon

## Other Online Retail Stores

**This report can be delivered to the clients within 4 Business Days**

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