

Vietnam Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Single Ingredient, Multi-Ingredients), By Application (Vitamin, Minerals, Botanical Extracts), By Age Group, By Form, By Type, By Distribution Channel, And Segment Forecasts, 2026 - 2033

<https://marketpublishers.com/r/V48CF29EADAFEN.html>

Date: March 2026

Pages: 110

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

ID: V48CF29EADAFEN

Abstracts

The Vietnam dietary supplements market size was estimated at USD 1,207.3 million in 2025 and is projected to reach USD 2,304.9 million by 2033, growing at a CAGR of 8.3% from 2026 to 2033, driven by rising consumer health awareness, increasing demand for herbal and preventive wellness products, expanding e-commerce distribution, and greater preference for certified, trusted brands. Vietnam's population exceeds 100 million, with more than 9 million people aged 65 and above.

In recent years, demand for healthcare supplements has expanded rapidly as consumers become more aware of chronic disease risks and proactively seek preventive solutions. The increasing prevalence of high blood pressure, diabetes, obesity, and cardiovascular disorders has shifted consumer focus from short-term remedies to nutrition-led prevention. As a result, dietary supplements are increasingly viewed as an accessible and cost-effective way to support long-term health and reduce reliance on medication.

Economic growth in Vietnam has increased disposable income, especially among the urban middle class, who are more willing to invest in premium health products. With per capita personal care spending projected to reach USD 11.98 by 2025, there is strong potential for OEM dietary supplements focused on nutrition. Vietnam has one of the fastest-growing middle-income and affluent groups in Southeast Asia. The International

Monetary Fund reported that Vietnam's GDP per capita was USD 4,740 in 2025. The government aims for GDP growth of up to 6.2 percent in 2026. This growth is likely to boost consumer spending and increase demand for products that address nutritional gaps.

Vietnam 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 Vietnam dietary supplements market report based on the product, ingredient, type, form, application, end use, and distribution channel.

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

Single Ingredient

Multiple Ingredients/Blends

Ingredient Type 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

Liquid

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 Use 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

D2C

Direct Sales

Others

Online

This report can be delivered to the clients within 5 Business Days

Vietnam Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Single Ingredient, Mult...

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