

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

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Abstracts

The Vietnam liquid dietary supplements market size was estimated at USD 49.9 million in 2024 and is projected to reach USD 87.1 million by 2030, growing at a CAGR of 9.8% from 2025 to 2030. Vietnam's rapidly aging population is creating a strong demand for liquid dietary supplements, as older consumers increasingly turn to convenient formats for daily nutrition and support for managing age-related conditions.

With the proportion of elderly citizens rising yearly, health concerns related to immunity, bones, and chronic illnesses are increasing the preference for easy-to-consume liquid products among families and caregivers. This demographic transition is shaping long-term consumer behavior and reinforcing steady growth in product demand. Expansion of pharmacy chains and modern retail outlets is increasing the accessibility of liquid dietary supplements across Vietnam. National chains and convenience-driven formats ensure wider distribution, enabling consumers in urban and peri-urban areas to easily access branded liquid products. Improved product visibility, combined with professional guidance available at pharmacies, encourages first-time and repeat purchases, making retail development a central driver of consumer uptake.

The Vietnamese government has recognized the importance of dietary supplements in public health and established a regulatory framework to ensure product safety and efficacy. In July 2024, Vietnam's Ministry of Health introduced the National Technical Regulation to set limits on healthcare supplement contamination. This regulation is targeted at health supplements and is expected to strengthen control over the quality in

the nutraceutical sector across the country.

Vietnam 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 Vietnam liquid dietary supplements market report based on ingredients, type, application, end-user, and distribution channel:

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

Vitamins

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-User 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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