

# **Vietnam Nutraceuticals Market Size, Share & Trends Analysis Report By Product (Dietary Supplements, Functional Food, Functional Beverages, Infant Formula), By Application (Cognitive Health, Diabetes), By Distribution Channel (Offline, Online), And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The Vietnam nutraceuticals market size was estimated at USD 5.06 billion in 2024 and is projected to reach USD 12.58 billion by 2033, growing at a CAGR of 10.6% from 2025 to 2033. This market is primarily driven by increasing health consciousness among Vietnamese consumers, expanding demand for functional foods, beverages, and dietary supplements, and the growing prevalence of non-communicable diseases.

Supportive government initiatives promoting preventive healthcare and Vietnam's rich tradition of herbal medicine and natural remedies also foster innovation and product diversification in the nutraceutical space.

Growing urbanization and rising disposable incomes in Vietnam significantly influence consumer behavior toward premium health and wellness products, including nutraceuticals. In 2023, Vietnam's urbanization rate surpassed 39%, reflecting the increasing concentration of the population in urban centers. Numerous consumers in major cities such as Ho Chi Minh City and Hanoi adopt modern lifestyles, and there's a heightened interest in convenient, science-backed nutritional solutions. This shift is further supported by Vietnam's young and tech-savvy population, which increasingly relies on e-commerce and social media for health trends and supplement purchases. The influence of Western diets and fitness culture drives demand for tailored formulations such as weight management, energy boosters, and skin health

supplements.

The expansion of modern retail infrastructure and the rapid growth of e-commerce platforms are key drivers of the nutraceuticals market in Vietnam. Increased accessibility to a wide range of health and wellness products through supermarkets, pharmacies, and online channels is transforming purchasing behavior. Consumers are now more informed and inclined to explore new product categories, aided by digital marketing, influencer promotions, and user reviews.

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 Vietnam 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 5 Business Days**

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