

Vietnam Collagen Supplement Market By Type (Powdered, Capsules and Gummies, Drinks and Shots), By Distribution Channel (Pharmacies and Drug Stores, Online, Hypermarkets and Supermarkets), By Region, Competition, Forecast, and Opportunities, 2020-2030F

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Abstracts

Vietnam Collagen Supplement Market was valued at USD 148.05 Million in 2024 and is anticipated to project robust growth in the forecast period with a CAGR of 5.01% through 2030. Collagen supplements have indeed become a central component of the health and wellness industry, gaining substantial popularity in recent times. Their versatile benefits have attracted individuals keen on enhancing skin health, improving joint mobility, and fostering overall well-being. Collagen, a foundational structural protein found abundantly in the human body, plays a critical role in upholding the integrity of vital elements like skin, hair, nails, joints, and connective tissues. This comprehensive overview offers valuable insights into the scientific basis, advantages, and important considerations associated with collagen supplements. Collagen, being the most abundant protein in the human body, forms a substantial part of connective tissues, tendons, ligaments, and skin. It provides essential structural support, imparting elasticity and strength to various bodily structures. However, as individuals age, the natural production of collagen gradually declines, leading to typical signs of aging such as wrinkles, sagging skin, and discomfort in joints. Collagen supplements are specially crafted to replenish and bolster the body's innate collagen levels, effectively mitigating these effects.

Key Market Drivers

Expanding Middle-Class Population and Rising Disposable Income

Vietnam's expanding middle-class population and rising disposable income are among the most significant drivers fueling the growth of the collagen supplement market. As economic development continues, these factors are reshaping consumer behavior, increasing demand for premium health and beauty products, and creating lucrative opportunities for businesses. Vietnam has experienced rapid economic growth over the past two decades, leading to a substantial rise in the middle-class population. Vietnam is expected to add 36 million people to its middle class by 2030, representing a major shift in consumer spending power. This demographic transformation is increasing demand for lifestyle-enhancing products, including collagen supplements, as consumers seek ways to maintain health, beauty, and overall well-being. Vietnamese household's disposable income has grown at a compound annual growth rate (CAGR) of 9.9% in local currency terms and 7.5% in US dollar terms. This sustained income expansion, coupled with Vietnam's strong economic momentum and a predominantly young consumer demographic, is fueling higher discretionary spending on alcoholic beverages. As a result, wine consumption in Vietnam is rising, driven by greater affordability, evolving consumer preferences, and an increasing inclination toward premium lifestyle choices. With rising disposable incomes, Vietnamese consumers have greater financial flexibility to invest in premium personal care and wellness products. Traditionally, collagen supplements were considered luxury items, accessible only to high-income groups. However, with higher purchasing power, an increasing number of middle-class consumers can now afford these supplements, driving widespread market expansion. Additionally, as consumers become more financially stable, they tend to shift their spending patterns toward preventive healthcare and self-care solutions, including nutritional supplements like collagen that offer long-term benefits.

With an increase in disposable income, consumers are moving beyond price-sensitive purchasing behavior and are instead focusing on product quality, brand reputation, and scientifically backed formulations. Hydrolyzed collagen supplements for better absorption, Marine collagen for premium anti-aging benefits, Collagen-enriched beauty products combining skincare and nutrition. As a result, both domestic and international brands are launching premium collagen products in the Vietnamese market, leveraging higher consumer spending capacity to drive sales. Urbanization has been a key driver of Vietnam's economic progress, with the urban population rising from less than 20% in 1990 to over 37.55% by 2022. The country has leveraged dense labor markets and agglomeration economies by strategically concentrating talent, industries, and economic activities in urban centers. This urban-driven growth model has significantly boosted productivity and innovation, with urban areas now accounting for more than half of

Vietnam's national GDP. Vietnam's urbanization rate is increasing rapidly, leading to lifestyle shifts that support collagen supplement consumption. Urban dwellers, particularly young professionals and working women, have busy schedules that often prevent them from maintaining a balanced diet. As a result, they seek convenient dietary supplements to support their beauty and health goals, making collagen a popular choice. Furthermore, urban living is often associated with increased exposure to pollution, stress, and unhealthy diets, all of which accelerate skin aging and joint issues. This has reinforced the demand for collagen supplements as a means of combatting the negative effects of modern lifestyles.

Key Market Challenges

Stringent Regulations

The Vietnam collagen supplement market, while experiencing robust growth, is facing challenges stemming from increasingly stringent regulations imposed by regulatory authorities. One of the primary challenges faced by collagen supplement manufacturers is the stringent approval process for health claims. EFSA requires substantial scientific evidence to support any health-related assertions made about a product. This process can be time-consuming and resource-intensive, especially for smaller companies with limited research capabilities. Collagen from certain sources, particularly marine and fish-derived sources, falls under the Novel Food category. This requires manufacturers to undergo a comprehensive safety assessment before gaining approval for market entry. This process can be complex and costly, creating a barrier for new entrants and innovative products. Vietnam regulations demand clear and accurate labelling of dietary supplements, including collagen products. This includes providing information on recommended daily doses, potential allergens, and accurate ingredient lists. Meeting these requirements necessitates careful attention to detail and compliance, which can be a challenge for manufacturers.

Key Market Trends

Rising use of collagen supplements among sports athletes

The preference for natural and safe products has emerged as a dominant trend in the health and wellness industry. Consumers today are increasingly mindful of the substances they put into their bodies, seeking alternatives that are derived from natural sources and free from harmful additives. This trend is particularly pronounced in the market for dietary supplements, including collagen supplements. Natural collagen

supplements, sourced from ingredients like fish, chicken, or bovine collagen, resonate strongly with health-conscious consumers. These sources provide a bioavailable form of collagen that closely mimics the collagen found in the human body. This natural compatibility ensures that the supplement is readily absorbed and utilized by the body, maximizing its effectiveness. Moreover, the move towards natural and safe products is fuelled by a desire to minimize exposure to synthetic chemicals and potential allergens.

Many conventional supplements may contain artificial colors, flavors, and preservatives, which can be a concern for individuals with sensitivities or allergies. In contrast, natural collagen supplements often boast a clean label, free from unnecessary synthetic additives, making them a preferred choice for a growing segment of consumers. Safety is another critical factor driving the preference for natural collagen supplements. Consumers are increasingly scrutinizing product labels, seeking assurance that the supplements they consume are free from harmful contaminants or toxins. By opting for supplements derived from naturally occurring sources, individuals can feel more confident in the purity and quality of the product. The preference for natural and safe collagen supplements also aligns with broader lifestyle trends, such as clean eating and holistic wellness practices. Many individuals are adopting a more mindful and holistic approach to their overall well-being, recognizing that the choices they make in terms of nutrition and supplementation play a pivotal role in their health journey.

Key Market Players

Shiseido Co. Ltd

Nestle SA

Meiji Holdings Company Ltd

Applied Nutrition Vietnam

Zint Nutrition

FUJIFILM VIETNAM Co., Ltd.

Kinohimitsu Vietnam

Report Scope:

Vietnam Collagen Supplement Market By Type (Powdered, Capsules and Gummies, Drinks and Shots), By Distribution...

In this report, the Vietnam Collagen Supplement Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Vietnam Collagen Supplement Market, By Type:

Powdered

Capsules

Drinks and Shots

Vietnam Collagen Supplement Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Hypermarkets and Supermarkets

Vietnam Collagen Supplement Market, By Region:

Northern Vietnam

Central Vietnam

Southern Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Collagen Supplement Market.

Available Customizations:

Vietnam Collagen Supplement market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following

Vietnam Collagen Supplement Market By Type (Powdered, Capsules and Gummies, Drinks and Shots), By Distribution...

customization options are available for the report:

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