

Vietnam Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, Other), By Form (Tablets Capsules, Powder, Liquids, Soft Gels), By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others), By End User (Children, Adults, Pregnant Females, Geriatric), By Region, Competition Forecast and Opportunities, 2028

<https://marketpublishers.com/r/VDDA92515C4EEN.html>

Date: August 2023

Pages: 73

Price: US\$ 3,500.00 (Single User License)

ID: VDDA92515C4EEN

Abstracts

Vietnam Dietary Supplements Market is anticipated to grow at a high CAGR in the forecast period, 2018-2028F and is primarily driven by active sports participation in the country. Dietary supplements are concentrates of essential nutrients which are either artificially synthesized or are obtained from dietary sources like fruits, vegetables, cereals, and others. Adequate intake of dietary supplements provides a variety of benefits to the human body which includes improvement in immune system, weight management, prevention of cardiovascular disease, allergies and rheumatic diseases, enhanced energy levels increase in bone density, maintaining cholesterol levels, controlling blood pressure and triglyceride levels.

Dietary supplements are rich source of several important nutrients such as amino acids, vitamins, minerals, enzymes, probiotics, and botanicals which can be obtained in different forms from the market including tablets, capsules, powder, gel capsules, and

liquid. Growth in prevalence of lifestyle-related diseases like obesity, malnutrition, blood pressure, diabetes, and others which is arising due to insufficient amount of nutrients in diet of people is more likely to drive dietary supplements market in Vietnam. Growing involvement of people in different sports activities like yoga, gym, health clubs, and others are attracting people towards use of dietary supplements to fulfil their dietary needs. Moreover, increasing health awareness among people to lead a healthy life is expected to boost the growth of dietary supplements market. Rise in geriatric population of the country is further expected to drive the growth of market in upcoming years due to various diseases which especially effect people in their old age. Furthermore, growing interest of people in herbal supplements over any other unhealthy option is increasing the demand of dietary supplements in the Vietnam market.

Rise in Participation of People in Sports-Related Activities

Growing number of sports complexes, health clubs, and gyms have inspired many people in the country and have developed the concern for physical and mental health in them. Moreover, the surge for participation in various high intensity sports activities has prompted people to eat a balanced diet for improving their nutrient intake, performance, and muscle mass. This developing interest of people towards fitness and consumption of healthy food is expected to register an impressive growth in dietary supplements market of Vietnam. Active participation of people in different sports activities is expected to boost the growth of Vietnam Dietary Supplements Market in upcoming years.

High Prevalence of Lifestyle-Related Diseases

Many Vietnamese people have been relocating from rural to large urban regions during the previous 20 years, with a projected urbanization rate of 40% by early 2020. The urban lifestyle, characterized by physical inactivity and dietary changes has prompted an increasing awareness among people about the significance of sustaining ideal nourishment and holistic welfare. Additionally, the restricted accessibility of fresh crops, dependence on processed edibles, and hectic routines make it difficult to obtain adequate nutrients. Dietary complements, like multivitamins, minerals, omega-3 fatty acids, and plant extractions, provide a practical resolution to fill the nutritional void and support overall fitness. Exposure of people to polluted air has increased the prevalence of various health related issues in them which commonly includes cough, mild fever, dengue fever, malaria, head stroke, and others.

An effective immune system is essential to fight against health problems like cough and fever. The usage of dietary supplements is gaining more popularity especially those that

have nutrients probiotics, zinc, vitamin D, and vitamin C, as a way to strengthen the body's natural defense mechanism. Therefore, prevention of these diseases is developing the need of consuming a healthy diet among people which is expected to bolster the growth of Vietnam Dietary Supplements market in the forecast period. As per the report published by Vietnam Net Global in 2022, Ministry of Vietnam has recorded 270,300 cases of dengue fever, which has resulted in 108 deaths, since the beginning of this year. In comparison to the same period last year in 2021, the number of infected patients grew 4.8 times, while the number of deaths increased by 87 instances. According to the report published by World Health Organization in 2020, death rate in Vietnam due to Coronary Heart Disease reached at 91,939 which accounted for 13.41% of total deaths in the country. Moreover, Vietnam was ranked 125 in the world by age-adjusted death rate due to cardiac disorders which is 86.67 per 100,000 of the population. This significant rise in mortality rate of the country due to several diseases is spreading more importance of consuming healthy diet among people which is driving the Vietnam Dietary Supplements market.

Growing Preference for Herbal Health Supplements

In recent years, there has been a rise in preference for herbal health supplements in Vietnam, which is one of the key drivers of the dietary supplements market in the country. One of the main factors behind the growing popularity of herbal supplements in Vietnam is the growing awareness of the benefits of natural and herbal products. Many Vietnamese consumers are becoming more health conscious and looking for ways to improve their overall health and well-being. No side-effects and rapid functioning of these dietary supplements inside the human body is influencing more people to consume them in their daily life which is driving the futuristic growth of the market. Moreover, high availability of herbal dietary supplements in the country is expected to contribute to the growth of market. As per Volza's Vietnam Import data 2023, Herbal supplement import shipments in Vietnam stood at 628, imported by 58 Vietnam Importers from 64 Suppliers where 11,963 shipments were imported from United States, followed by Singapore with 3,858 and France with 3,552 shipments.

Rise in geriatric population

The growth in geriatric population in Vietnam is driving the dietary supplements market in several ways. As people age, their bodies become more vulnerable to illnesses and diseases, which enhances the requirement for more nutrients to maintain their health. This has led to an increase in demand for dietary supplements in Vietnam, as they can help meet the nutritional needs of the aging population. The market has responded with

a wider range of products, targeting specific nutritional needs of older adults, such as bone health, immune function, cognitive health, and mobility. As per the report published by General Statistics Office, Ha Noi in July 2022, the geriatric population of the country grew from 7.45 million in 2009 to 11.41 million in 2019, or from 8.68 to 11.86 per cent of the total population. The increase in the elderly population accounted for about 40% of the total population increases during this period. Moreover, by gender, the rate of increase was higher for older women than for older men. However, from 2009 to 2019, the annual growth rate for older women was (4.09%) which was lower than older men (4.72%). It has been observed that elder men need more calories than elder women due to their higher proportion of muscles. Higher percentage of women over men among geriatric population in the forecast period is expected to propel the growth of dietary supplements market in the country due to several health problems associated with the people in their older age.

Vietnam Dietary Supplements Market is segmented based on product type, form, distribution channel, application, end user, company, and region. In terms of Product Type, the dietary supplements market is categorized into Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, and Other. Based on, Form, market is divided into Tablets Capsules, Powder, Liquids and Soft Gels. On basis of Distribution Channel, dietary supplements market is segmented into Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others. Based on Application, market is segmented into Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others. In terms of End User, dietary supplements market is segmented into Children, Adults, Pregnant Females, Geriatric.

Market Players

Nestle Vietnam, Amway Vietnam, Herbalife Vietnam, Nu Skin Vietnam, Forever Living Vietnam, Mega Lifesciences Public Company Limited, Vietnam Pharmaceutical Corporation (Vinapharm), Traphaco Pharmaceutical company.

Report Scope:

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

Vietnam Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Other

Vietnam Dietary Supplements Market, By Form:

Tablets Capsules

Powder

Liquids

Soft Gels

Vietnam Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

Vietnam Dietary Supplements Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

Vietnam Dietary Supplements Market, By End User:

Children

Adults

Pregnant Females

Geriatric

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Vietnam Dietary Supplements Market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

- 4.1. Factors Influencing Purchase Decision
- 4.2. Brand Awareness
- 4.3. Sources of Information

5. IMPACT OF COVID-19 ON VIETNAM DIETARY SUPPLEMENTS MARKET

6. VIETNAM DIETARY SUPPLEMENTS MARKET OVERVIEW

7. VIETNAM DIETARY SUPPLEMENTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement,

Fish Oil & Omega Fatty Acid, Protein, and Other)

7.2.2. By Form (Tablets Capsules, Powder, Liquids and Soft Gels)

7.2.3. By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others)

7.2.4. By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others)

7.2.5. By End User (Children, Adults, Pregnant Females, Geriatric)

7.2.6. By Region

7.2.7. By Company (2022) (Market Share Analysis of Top 5 Players operating in the Market)

7.3. Market Map

7.3.1. By Product Type

7.3.2. By Form

7.3.3. By Distribution Channel

7.3.4. By Application

7.3.5. By End User

7.3.6. By Region

8. VIETNAM COMBINATION DIETARY SUPPLEMENTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Form

8.2.2. By Distribution Channel

8.2.3. By Application

8.2.4. By End User

9. VIETNAM VITAMIN DIETARY SUPPLEMENTS MARKET OUTLOOK

9.1. Market Size & Forecast

- 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Form
 - 9.2.2. By Distribution Channel
 - 9.2.3. By Application
 - 9.2.4. By End User

10. VIETNAM PROTEIN DIETARY SUPPLEMENTS MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Form
 - 10.2.2. By Distribution Channel
 - 10.2.3. By Application
 - 10.2.4. By End User

11. VIETNAM HERBAL DIETARY SUPPLEMENTS MARKET OUTLOOK

- 11.1. Market Size & Forecast
 - 11.1.1. By Value
- 11.2. Market Share & Forecast
 - 11.2.1. By Form
 - 11.2.2. By Distribution Channel
 - 11.2.3. By Application
 - 11.2.4. By End User

12. VIETNAM FISH OIL & OMEGA FATTY ACID DIETARY SUPPLEMENTS MARKET OUTLOOK

- 12.1. Market Size & Forecast
 - 12.1.1. By Value
- 12.2. Market Share & Forecast
 - 12.2.1. By Form
 - 12.2.2. By Distribution Channel
 - 12.2.3. By Application
 - 12.2.4. By End User

13. MARKET DYNAMICS

13.1. Drivers

13.2. Challenges

14. MARKET TRENDS & DEVELOPMENTS

14.1. Recent Developments

14.2. Mergers & Acquisitions

14.3. Product Launches

15. POLICY & REGULATORY LANDSCAPE

16. VIETNAM ECONOMIC PROFILE

17. PORTER'S FIVE FORCES ANALYSIS

17.1. Competition in the Industry

17.2. Potential of New Entrants

17.3. Power of Suppliers

17.4. Power of Customers

17.5. Threat of Substitute Products

18. COMPETITIVE LANDSCAPE (KEY PLAYERS UP TO 10)

18.1. Business Overview

18.2. Product Portfolio

18.3. Financials (As Reported)

18.4. Key Personnels

18.5. Strategic Overview

18.6. Recent Developments

18.7. SWOT Analysis

18.7.1. Nestle Vietnam

18.7.2. Amway Vietnam

18.7.3. Herbalife Vietnam

18.7.4. Nu Skin Vietnam

18.7.5. Forever Living Vietnam

19. STRATEGIC RECOMMENDATIONS

20. ABOUT US & DISCLAIMER

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