

Vietnam Health Ingredients Market By Type (Vitamins, Minerals, Prebiotics, Enzymes, Plant & Fruit Extracts, Probiotic Starter Cultures, Others), By Application (Food & Beverages, Personal Care, Animal Feed, Others), By Function (Gut Health Management, Eye Health Management, Immunity Enhancement, Brain Health Management, Heart/Cardiovascular Health Management, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Vietnam Health Ingredients Market was valued at USD 35.25 million in 2024 and is expected to reach USD 55.87 million by 2030 with a CAGR of 7.98% during the forecast period. This is due to increasing health consciousness among consumers, growing food and beverage processing sectors, rapid urbanization and shifting of consumers from nutrition-based to health-specific food.

Moreover, growing investment in public and private health care sector in the country will drive the healthcare market which will further boost the demand for health ingredients market in food industry. Based on source, the market has been segmented into Plant, Animal, Synthetic and others. Moreover, number of individuals are experiencing vitamin and protein inadequacies. Consequently, the demand for food and beverages rich in vitamin, protein and minerals is additionally ascending over the country. The functional food industry has additionally encountered the fastest development in recent years. With the increasing demand, food companies are also introducing new products that are healthy which boost the demand for healthy ingredients across the country.

Key Market Drivers

Growing Health Consciousness Among Consumers

A significant driver of the health ingredients market in Vietnam is the increasing health consciousness among consumers. With rising awareness about the importance of maintaining a healthy lifestyle, more Vietnamese people are focusing on preventive healthcare and seeking natural ways to enhance their well-being. This shift in consumer behavior has led to a growing demand for health ingredients such as vitamins, minerals, herbal supplements, and functional foods. As individuals become more knowledgeable about nutrition and the role of dietary supplements in supporting overall health, the market for health ingredients continues to expand. Consumers are increasingly turning to health ingredients to boost immunity, energy levels, and overall vitality, which drives both the growth and diversification of the market.

Expansion of the Middle-Class Population

Another key driver of the health ingredients market in Vietnam is the rapid expansion of the middle-class population, particularly in urban areas. As disposable incomes rise, more consumers are able to spend on premium health products, including dietary supplements and functional foods. With better access to modern retail channels and e-commerce platforms, health ingredients are becoming more accessible to a wider range of consumers. The middle class, which is more inclined to spend on health and wellness, is also driving demand for products that promote longevity and improve quality of life. This demographic shift, coupled with an increasing willingness to spend on health products, is propelling the growth of the health ingredients market in Vietnam.

Key Market Challenges

Regulatory Barriers and Market Entry Hurdles

A major challenge for the health ingredients market in Vietnam is navigating complex regulatory requirements. The Vietnamese government has stringent regulations surrounding the import, distribution, and sale of health ingredients. Companies must comply with detailed processes, including product testing, certifications, and approval from local regulatory authorities. These regulatory barriers can delay market entry, especially for foreign companies trying to introduce new products. Moreover, frequent changes in regulations and certification standards can create uncertainty, making it challenging for businesses to plan long-term strategies. Overcoming these hurdles

requires investment in legal and regulatory expertise, which can be costly and time-consuming.

Consumer Skepticism and Misinformation

Despite the growing demand for health ingredients, there is still significant consumer skepticism in Vietnam. Many consumers are unfamiliar with the benefits of health ingredients, leading to hesitations in purchasing. Misinformation about the efficacy and safety of certain products can create distrust, particularly with emerging categories like herbal supplements or new types of functional foods. Additionally, some consumers may be influenced by false claims or unverified product information. To overcome this challenge, companies need to focus on educating the consumer base, ensuring transparency in labeling, and offering scientifically backed product claims to build trust and credibility.

Key Market Trends

Rising Popularity of Plant-Based and Natural Ingredients

A notable trend in the Vietnam health ingredients market is the growing preference for plant-based and natural ingredients. As consumers become more aware of the potential negative impacts of synthetic chemicals and additives, many are shifting toward natural, organic, and plant-derived supplements. Ingredients such as turmeric, spirulina, ginseng, and moringa are gaining popularity due to their perceived health benefits. This trend is also aligned with global movements towards sustainability and clean-label products. In Vietnam, the demand for plant-based and natural health ingredients is further fueled by traditional medicine practices, where herbal remedies have long been integrated into the culture. As consumer interest in plant-based diets and sustainable living increases, the market for natural health ingredients in Vietnam is expected to continue its upward trajectory.

Focus on Preventative Health and Immunity Boosting

The growing focus on preventative health, particularly in light of the COVID-19 pandemic, is another significant trend in the Vietnam health ingredients market. Consumers are increasingly prioritizing immunity-boosting products to help protect against infections and maintain overall health. Ingredients like vitamin C, zinc, probiotics, and herbal extracts are in high demand due to their immune-supporting properties. Additionally, functional foods and beverages that incorporate these

ingredients, such as fortified juices, teas, and snacks, are gaining traction among health-conscious consumers. The rise of e-commerce platforms also enables more consumers to access a variety of immunity-boosting products. As preventive healthcare continues to gain popularity in Vietnam, the demand for health ingredients aimed at enhancing immune function is expected to grow significantly in the coming years.

Segmental Insights

Type Insights

Based on type, the vitamins was one of the dominant categories, driven by increasing health awareness among the population and a rising interest in supplements for general wellness, immune support, and beauty. Several factors contribute to the prominence of vitamins, including a growing middle class and an aging population, which have led more people to seek out health supplements, particularly vitamins, to support their overall well-being. The demand for immune-boosting products, such as Vitamin C and Vitamin D, has significantly risen, especially following the COVID-19 pandemic. Additionally, vitamins like Vitamin E, Vitamin A, and Vitamin C have gained popularity in the beauty segment, as consumers seek supplements to enhance skin health and combat signs of aging. As busy lifestyles continue to evolve, the demand for convenient, ready-to-consume supplements, including vitamin gummies, capsules, and powders, has grown. The vitamin and mineral supplements segment is supported by both local producers and international brands, offering a wide range of products tailored to various consumer needs, from general health maintenance to more specific health concerns like joint health, energy, and beauty.

Regional Insights

Based on the region, Southern Vietnam was dominating in Vietnam Health Ingredients Market in 2024, driven by the region's more developed urban population and higher disposable income. Southern Vietnam, particularly cities like Ho Chi Minh City, serves as the economic hub of the country, where consumer demand for health supplements, including vitamins, is robust. The region has a larger concentration of people with increased health consciousness, leading to higher consumption of vitamins for general wellness, immune support, and beauty. The demand for immune-boosting supplements, such as Vitamin C and Vitamin D, is especially strong in Southern Vietnam, where there is greater awareness of health trends and preventive care. Additionally, the popularity of beauty-related vitamins like Vitamin E and Vitamin A has grown, reflecting the region's focus on skincare and overall aesthetic health. Convenience-driven products such as

vitamin gummies and capsules are also widely consumed in the southern part of the country due to fast-paced lifestyles. As a result, vitamins continue to dominate the health ingredients market in Southern Vietnam, catering to a wide array of health-conscious consumers.

Key Market Players

Abbott Laboratories

Herbalife Nutrition

Vinamilk

Amway Vietnam

Natures Way

Report Scope:

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

Vietnam Health Ingredients Market, By Type:

Vitamins

Minerals

Prebiotics

Enzymes

Plant & Fruit Extracts

Probiotic Starter Cultures

Others

Vietnam Health Ingredients Market, By Application:

Food & Beverages

Personal Care

Animal Feed

Others

Vietnam Health Ingredients Market, By Function:

Gut Health Management

Eye Health Management

Immunity Enhancement

Brain Health Management

Heart/Cardiovascular Health Management

Others

Vietnam Health Ingredients Market, By Region:

South Vietnam

North Vietnam

Central Vietnam

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Health Ingredients Market.

Available Customizations:

Vietnam Health Ingredients Market report 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).

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