

# **Vietnam Prebiotic Ingredients Market, By Type (Oligosaccharides, Polydextrose, Inulin and Others), By Source (Roots, Grains, Vegetables, Others), By Application (Food & Beverages, Animal Feed, Dietary Supplements), By Bacterial Activity (Bifidobacteria, Lactic Acid Bacteria, Others), By Functionality (Gut Health, Bone Health, Cardiovascular Health, Weight Management and Immunity), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

Vietnam Prebiotic Ingredients Market was valued at USD 25.08 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 9.58% through 2029. The market overview of the Vietnam Prebiotic Ingredients Market provides an extensive analysis of prebiotic ingredients, crucial components utilized in manufacturing functional foods, dietary supplements, and pharmaceuticals targeted at enhancing gut health and overall well-being. As Vietnam's economy thrives and consumer awareness regarding health and wellness expands, there is a surging demand for products that endorse digestive health and nurture the gut microbiome.

Within the Vietnam Prebiotic Ingredients Market, a diverse array of ingredients such as inulin, oligosaccharides, and other non-digestible fibers serve as substrates stimulating beneficial gut bacteria. These ingredients find applications across various sectors including food and beverage manufacturing, dietary supplement production, and pharmaceutical formulations aimed at delivering digestive health benefits.

The Vietnam Prebiotic Ingredients Market offers lucrative prospects for manufacturers,

suppliers, and stakeholders engaged in the creation and distribution of functional foods, dietary supplements, and pharmaceuticals. With the escalating health consciousness among consumers, a rising prevalence of digestive disorders, the burgeoning functional food industry, and continuous research and innovation efforts, the market is primed for sustained growth and advancement in the forthcoming years.

## Key Market Drivers

### Increasing Health Consciousness

Increasing health consciousness among consumers in Vietnam is a significant driver fueling the growth of the Prebiotic Ingredients Market. As individuals become more aware of the importance of maintaining their health and well-being, there is a growing emphasis on preventive healthcare and the adoption of healthier lifestyle practices. This heightened awareness extends to digestive health, as consumers recognize the pivotal role of a balanced gut microbiome in overall health.

Consumers are actively seeking out products that offer functional benefits, including those that support digestive health and promote a healthy gut microbiome. Prebiotic ingredients, known for their ability to selectively nourish beneficial gut bacteria, are increasingly perceived as natural solutions to improve digestive health. These ingredients are recognized for their role in fostering a diverse and balanced gut microbiota, which is associated with various health benefits, including enhanced immune function, improved nutrient absorption, and reduced risk of digestive disorders. Health-conscious consumers in Vietnam are proactively seeking out prebiotic-containing products, such as functional foods, beverages, and dietary supplements, as part of their daily dietary regimen. They are more inclined to choose products that contain natural and functional ingredients, including prebiotics, over traditional options. This shift in consumer preferences towards healthier alternatives is driving food and beverage manufacturers to incorporate prebiotic ingredients into their product formulations to meet this demand.

Also, the growing availability and accessibility of information regarding the health benefits of prebiotic ingredients through various channels, including social media, health blogs, and nutritional education programs, are further amplifying consumer awareness and interest. As consumers become increasingly informed about the importance of digestive health and the role of prebiotic ingredients in supporting it, they are more likely to seek out products that contain these beneficial compounds. The increasing health consciousness among consumers in Vietnam is a key driver shaping the demand for

prebiotic ingredients. As individuals prioritize their health and seek out products that offer functional benefits, the market for prebiotic ingredients is expected to continue its growth trajectory, driven by consumer demand for digestive health-promoting products. This underscores the importance of catering to evolving consumer preferences and leveraging the growing awareness of the health benefits associated with prebiotic ingredients in the development and marketing of food, beverage, and supplement products.

### Rising Incidence of Digestive Disorders

The rising incidence of digestive disorders in Vietnam is a significant driver fueling the growth of the Prebiotic Ingredients Market. Digestive disorders, such as irritable bowel syndrome (IBS), constipation, and gastrointestinal discomfort, have become increasingly prevalent in the country due to various factors including changes in dietary habits, sedentary lifestyles, and stress.

As the population becomes more aware of these digestive issues and their impact on overall health and well-being, there is a growing demand for effective solutions to manage and alleviate these conditions. Prebiotic ingredients, known for their ability to modulate the gut microbiota and improve intestinal function, are increasingly recognized as natural interventions for supporting digestive health. Consumers experiencing digestive discomfort or seeking preventive measures to avoid digestive disorders are actively seeking out products fortified with prebiotic ingredients. These consumers are drawn to the potential benefits of prebiotics in promoting a healthy gut microbiome, such as improved bowel regularity, reduced bloating and gas, and enhanced nutrient absorption.

Also, healthcare professionals and practitioners are increasingly recommending prebiotic-containing products to their patients as part of dietary interventions to manage digestive disorders. This endorsement from healthcare professionals further drives consumer awareness and acceptance of prebiotic ingredients, leading to increased demand for prebiotic-fortified products. The prevalence of digestive disorders has led to a greater emphasis on preventive healthcare and proactive measures to support digestive health. Consumers are becoming more proactive in their approach to health and are seeking out products that offer functional benefits, including those that support digestive health. This trend is driving food and beverage manufacturers to incorporate prebiotic ingredients into a wide range of products, including yogurt, cereal bars, baked goods, and beverages, to meet the growing demand for digestive health-promoting options. The rising incidence of digestive

disorders in Vietnam is a significant driver propelling the growth of the Prebiotic Ingredients Market. As consumers become more aware of these digestive issues and seek out natural solutions to manage and prevent them, the demand for products containing prebiotic ingredients is expected to continue its upward trajectory, driving further market growth and innovation.

### Consumer Demand for Functional Foods

The burgeoning consumer demand for functional foods is a significant driver propelling the growth of the Vietnam Prebiotic Ingredients Market. Functional foods are those that offer specific health benefits beyond basic nutrition, often containing added vitamins, minerals, antioxidants, or other bioactive compounds targeted at improving health and well-being. There is a notable shift in consumer preferences towards healthier dietary choices driven by increased health awareness and concerns about chronic diseases. Vietnamese consumers are becoming more proactive about managing their health through diet and lifestyle choices, leading to a growing demand for functional foods that offer tangible health benefits. Functional foods fortified with essential vitamins and minerals are perceived as convenient and effective means of addressing specific health concerns, such as immune support, heart health, or digestive wellness. With rising healthcare costs and an aging population, there's a growing emphasis on preventive healthcare practices aimed at reducing the risk of chronic diseases and improving overall well-being. Functional foods play a crucial role in preventive healthcare by providing targeted nutrition to support key physiological functions and promote optimal health. Consumers are increasingly seeking out functional foods fortified with vitamins and minerals as part of their preventive health regimen, driving the demand for products containing Prebiotic Ingredients. According to the EvoHealth White Paper on ASCVD in Vietnam, 2019 saw 2.4 million individuals diagnosed with cardiovascular diseases, with atherosclerosis accounting for 65% of these cases. This condition is the foremost cause of mortality in the country, significantly contributing to the high incidence of ischemic heart disease and ischemic stroke. Globally, cardiovascular disease remains the leading cause of death. In Vietnam, CVDs were responsible for 33% of all fatalities in 2012, underscoring their critical impact on national health outcomes.

Rapid urbanization and lifestyle changes in Vietnam have led to shifts in dietary patterns, with an increasing reliance on processed and convenience foods. However, there's also a growing awareness of the importance of nutrition and dietary quality in maintaining health and vitality. Urban consumers, in particular, are seeking out functional foods that offer added nutritional value and align with their busy lifestyles.

Functional foods fortified with essential vitamins and minerals provide a convenient way for urban dwellers to meet their nutritional needs amidst hectic schedules, driving the demand for products containing Prebiotic Ingredients. Food and beverage manufacturers are capitalizing on the growing demand for functional foods by introducing innovative products fortified with essential vitamins and minerals. These products are often marketed as premium offerings that offer added health benefits, catering to the preferences of health-conscious consumers. Prebiotic Ingredients enable manufacturers to develop a wide range of functional food products tailored to specific health concerns, driving market growth and innovation within the functional food segment. The consumer demand for functional foods fortified with essential vitamins and minerals is a key driver fueling the growth of the Vietnam Prebiotic Ingredients Market. As consumers increasingly prioritize health and wellness in their dietary choices, the demand for products containing Prebiotic Ingredients is expected to continue its upward trajectory, shaping the landscape of the functional food industry in Vietnam.

## Key Market Challenges

### Limited Consumer Awareness and Education

The major challenge hindering the growth of the Vietnam Prebiotic Ingredients Market is the lack of sufficient consumer awareness and education regarding the benefits of prebiotics for digestive health. Many consumers may not fully understand the role of prebiotic ingredients in supporting a healthy gut microbiome and alleviating digestive issues. This lack of awareness may lead to low demand for prebiotic-fortified products and reluctance among manufacturers to invest in incorporating prebiotic ingredients into their formulations. Addressing this challenge requires concerted efforts to educate consumers through targeted marketing campaigns, nutritional education programs, and collaborations with healthcare professionals to raise awareness about the importance of prebiotic ingredients for digestive health.

### Cost and Affordability

Cost considerations pose a significant challenge for the widespread adoption of prebiotic ingredients in Vietnam. Prebiotic ingredients, such as inulin and oligosaccharides, can be relatively expensive compared to conventional food ingredients, making them less accessible to manufacturers, especially small and medium-sized enterprises (SMEs) operating on tight budgets. Additionally, price-sensitive consumers may be hesitant to purchase products containing prebiotic



ingredients if they perceive them as being priced at a premium. Addressing this challenge requires efforts to reduce production costs through economies of scale, process optimization, and sourcing strategies, as well as exploring pricing strategies that make prebiotic-fortified products more affordable and accessible to a wider range of consumers.

### Regulatory Complexity and Compliance

The regulatory landscape surrounding prebiotic ingredients and their use in food and beverage products can be complex and subject to stringent requirements in Vietnam. Manufacturers must navigate a maze of regulations, standards, and labeling requirements set forth by regulatory authorities such as the Ministry of Health (MOH) and the Food Safety Administration (FSA). Ensuring compliance with these regulations, obtaining necessary approvals, and meeting labeling requirements can be time-consuming and costly for manufacturers, particularly for those introducing new prebiotic ingredients or formulations. Furthermore, frequent changes or updates to regulations may pose additional challenges for businesses seeking to incorporate prebiotic ingredients into their products, leading to uncertainty and reluctance to invest in prebiotic-fortified options. Addressing this challenge requires streamlining regulatory processes, providing clear guidelines and support to manufacturers, and fostering collaboration between industry stakeholders and regulatory authorities to ensure compliance and facilitate market access for prebiotic-fortified products.

### Key Market Trends

#### Rising Demand for Natural and Functional Foods

A prominent trend driving the future growth of the Vietnam Prebiotic Ingredients Market is the increasing consumer preference for natural and functional foods. As consumers become more health-conscious and seek products that offer additional health benefits, there is a growing demand for foods fortified with prebiotic ingredients. Prebiotic-fortified foods, such as yogurt, cereal bars, and beverages, are perceived as natural solutions for promoting digestive health and supporting overall well-being. Manufacturers are responding to this trend by incorporating prebiotic ingredients into a wide range of food products to meet consumer demand for functional and nutritious options.

#### Focus on Gut Health and Wellness

Another significant trend shaping the future growth of the Vietnam Prebiotic Ingredients

Market is the growing focus on gut health and wellness. With increasing awareness of the importance of maintaining a healthy gut microbiome for overall health, consumers are seeking out products that support digestive health and promote a balanced gut microbiota. Prebiotic ingredients, known for their ability to selectively nourish beneficial gut bacteria, are becoming increasingly popular among health-conscious consumers looking to improve their gut health. This trend is driving the development of innovative prebiotic-fortified products and driving growth in the prebiotic ingredients market.

### Expansion of Functional Beverage Market

The functional beverage market is experiencing rapid growth in Vietnam, driven by changing consumer preferences and lifestyle trends. Functional beverages fortified with prebiotic ingredients are gaining popularity among consumers seeking convenient and healthy beverage options. These beverages, which may include probiotic drinks, kombucha, and flavored water with added prebiotics, are marketed as promoting digestive health and offering other functional benefits. Manufacturers are capitalizing on this trend by introducing a diverse range of prebiotic-fortified beverages to cater to the growing demand for functional and health-conscious beverages in Vietnam. As the functional beverage market continues to expand, the demand for prebiotic ingredients is expected to rise, driving further growth in the prebiotic ingredients market.

### Segmental Insights

#### Type Insights

Based on the Type, the Oligosaccharides segment emerged as the dominant in the Vietnam market for Prebiotic Ingredients in 2023. Oligosaccharides are highly effective in promoting beneficial gut bacteria due to their complex structure of short-chain sugar molecules. These oligosaccharides act as substrates for probiotic bacteria in the colon, encouraging their growth and activity. By selectively fostering the proliferation of beneficial bacteria, oligosaccharides help maintain a healthy gut microbiome, which is crucial for optimal digestive health. In the food and beverage industry, oligosaccharides are highly sought after by manufacturers looking to enhance their products with prebiotic ingredients. Their versatile application includes incorporation into dairy products, baked goods, cereal bars, beverages, and dietary supplements. With a neutral taste and excellent solubility, oligosaccharides integrate seamlessly into a variety of formulations without altering the sensory characteristics or texture of the final

product.

The rising consumer demand for natural and clean-label products has further boosted the appeal of oligosaccharides. Derived from natural sources such as chicory root, Jerusalem artichoke, and certain grains, oligosaccharides align well with consumer preferences for natural and minimally processed ingredients. This trend towards natural and recognizable ingredients has significantly increased the demand for oligosaccharide-fortified products, driving their prominence in the Vietnam Prebiotic Ingredients Market. Extensive scientific research has highlighted the health benefits of oligosaccharides, including their role in promoting digestive health, enhancing immune function, and supporting overall well-being. The substantial body of evidence supporting the efficacy of oligosaccharides as prebiotic ingredients has led to their widespread adoption by food and beverage manufacturers. As consumer awareness of the health benefits of oligosaccharides grows, so does the demand for products fortified with these ingredients, further cementing their dominance in the market.

## Regional Insights

South Vietnam emerged as the dominant region in the Vietnam Prebiotic Ingredients market in 2023, holding the largest market share in terms of value. South Vietnam features a substantial and affluent consumer base, driven by its high population density and rate of urbanization. Urban centers such as Ho Chi Minh City and its surrounding provinces have a significant concentration of health-conscious consumers increasingly seeking functional foods and beverages fortified with prebiotic ingredients. This urban demographic, characterized by higher disposable incomes and heightened awareness of health and wellness trends, offers lucrative opportunities for manufacturers and retailers of prebiotic-fortified products.

The region is also a hub for numerous key players in the food and beverage industry, including manufacturers, suppliers, distributors, and retailers. These companies benefit from established production facilities, research laboratories, and extensive distribution networks, enabling them to effectively cater to the growing demand for prebiotic ingredients and fortified products. Additionally, strategic partnerships and collaborations among industry stakeholders, research institutions, and government agencies in South Vietnam stimulate innovation and drive market expansion in the prebiotic ingredients sector. The dynamic business environment in South Vietnam, supported by a well-developed infrastructure and a proactive approach to health and wellness, positions the region as a leading market for prebiotic ingredients. The synergy between consumer demand and industry capability fosters a thriving marketplace, making South Vietnam a



pivotal area for growth and development in the functional food and beverage industry.

### Key Market Players

Cargill, Incorporated

ANLENE

Kerry Group plc.

DuPont de Nemours, Inc.

Ingredion Incorporated

FrieslandCampina Vietnam

### Report Scope:

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

#### Vietnam Prebiotic Ingredients Market, By Type:

Oligosaccharides

Polydextrose

Inulin

Others

#### Vietnam Prebiotic Ingredients Market, By Source:

Roots

Grains

Vegetables

Others

Vietnam Prebiotic Ingredients Market, By Application:

Food & Beverages

Animal Feed

Dietary Supplements

Vietnam Prebiotic Ingredients Market, By Bacterial Activity:

Bifidobacteria

Lactic Acid Bacteria

Others

Vietnam Prebiotic Ingredients Market, By Functionality:

Gut Health

Bone Health

Cardiovascular Health

Weight Management and Immunity

Vietnam Prebiotic Ingredients Market, By Region:

North Vietnam

South Vietnam

Central Vietnam

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Vietnam Prebiotic Ingredients Market.

## Available Customizations:

Vietnam Prebiotic Ingredients market report with the given market data, Tech Sci 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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