

## **Dietary Supplements in Vietnam**

Market Direction | 2023-09-21 | 26 pages | Euromonitor

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### **Report description:**

Retail value sales of dietary supplements continue to grow strongly in 2023, albeit at a marginally slower pace compared to the previous two years. The rising demand for dietary supplements has been significantly influenced by the pandemic when local consumers looked for ways to bolster their immune systems. Despite the impact of COVID-19 gradually waning, Vietnamese consumers are maintaining their habits of regularly taking dietary supplements because they better understand the potential benefi...

Euromonitor International's Dietary Supplements in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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