

# Consumer Health in Vietnam

September 2023

**Table of Contents** 

#### Consumer Health in Vietnam

#### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 - Life Expectancy at Birth 2018-2023

## MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2018-2023

Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

## **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

**DEFINITIONS** 

**SOURCES** 

Summary 1 - Research Sources

## Analgesics in Vietnam

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Demand for analgesics remains strong as flu cases increase

The fast expansion of chained pharmacies supports retail sales of analgesics

Higher level of physical activity in Vietnam boosts demand for topical analgesics/anaesthetic

## PROSPECTS AND OPPORTUNITIES

Positive outlook for analgesics but maturity will encourage players to develop products offering differentiation

Ageing and professional demographics likely to drive future sales of analgesics but paediatric segment also offers further promise

Distribution via retail e-commerce likely to remain negligible despite rapid development of this channel in Vietnam

# **CATEGORY DATA**

Table 11 - Sales of Analgesics by Category: Value 2018-2023

Table 12 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

## Sleep Aids in Vietnam

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Further demand for sleep aids drive by elevated levels of stress and faster-paced lifestyles in 2023

Many Vietnamese consumers prefer herbal/traditional sleep aids due to perceptions of safety and fewer side effects

Limited product innovation from category players

#### PROSPECTS AND OPPORTUNITIES

Sleep aids expected to record stable performance over the forecast period Greater incidence of sleep disorders will support future demand for sleep aids Sleep aids likely to face challenges from alternative solutions

## **CATEGORY DATA**

Table 17 - Sales of Sleep Aids: Value 2018-2023

Table 18 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 19 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 20 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 21 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 22 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

## Cough, Cold and Allergy (Hay Fever) Remedies in Vietnam

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Increase in cases of influenza drives strong growth of cough, cold and allergy (hay fever) remedies Herbal/traditional cough, cold and allergy (hay fever) remedies continue to attract consumers' interest Increase in air pollution supports demand for medicated confectionery

## PROSPECTS AND OPPORTUNITIES

Further demand for cough, cold and allergy (hay fever) remedies set to be driven by climate change and air pollution Rising competition from alternatives likely to hinder stronger potential growth Spray format expected to gain stronger presence in category

# CATEGORY DATA

Table 23 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 25 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 26 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 27 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

## Dermatologicals in Vietnam

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Positive performance in 2023 amid post-pandemic recovery and lifestyle changes

Haemorrhoid treatments records most dynamic growth in 2023 with potential for another strong performance over forecast period

Alternative solutions restrain stronger growth for medicated shampoos and vaginal antifungals

#### PROSPECTS AND OPPORTUNITIES

Dermatologicals set to perform well over forecast period, supported by lifestyle choices and air pollution

Advanced innovation in dermocosmetics could offer competition to antipruritics

International players to retain stronger competitive positions compared to local players

#### **CATEGORY DATA**

Table 29 - Sales of Dermatologicals by Category: Value 2018-2023

Table 30 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 31 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 32 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 33 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 34 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## Digestive Remedies in Vietnam

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Digestive remedies continues to record strong performance in line with rising consumer awareness of importance of digestive health Increasing activities outside of home contribute to strong growth of antacids

Sales of herbal/traditional digestive remedies continue to grow

#### PROSPECTS AND OPPORTUNITIES

Increasingly stressful lifestyles support future demand for digestive remedies

Probiotic supplements and probiotic yoghurt offer competition to category

Local players to increasingly focus on herbal/traditional remedies to differentiate from international competitors

## **CATEGORY DATA**

Table 35 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 36 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 37 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 38 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 39 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 40 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

## Eye Care in Vietnam

## **KEY DATA FINDINGS**

# 2023 DEVELOPMENTS

Stronger demand for allergy eye care driven by pollution in Vietnam

Increasing demand for standard eye care supported by greater exposure to digital devices

Rohto-Mentholatum Vietnam continues to dominate eye care

## PROSPECTS AND OPPORTUNITIES

Positive performance for eye care expected over forecast period as lifestyle and environmental factors remain relevant in Vietnam

Potential opportunity to target children and teenagers

Competitive landscape likely to remain stable

## **CATEGORY DATA**

Table 41 - Sales of Eye Care by Category: Value 2018-2023

Table 42 - Sales of Eye Care by Category: % Value Growth 2018-2023

Table 43 - NBO Company Shares of Eye Care: % Value 2019-2023

Table 44 - LBN Brand Shares of Eye Care: % Value 2020-2023

Table 45 - Forecast Sales of Eye Care by Category: Value 2023-2028

Table 46 - Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

## NRT Smoking Cessation Aids in Vietnam

#### 2023 DEVELOPMENTS

NRT Smoking cessation aids remains unregulated niche

#### PROSPECTS AND OPPORTUNITIES

Limited prospects for significant sales

## Wound Care in Vietnam

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Wound care sees rising demand in line with health and wellness trend

Use of wound care in Vietnam remains limited to sticking plasters/adhesive bandages in 2023

Key players focus on expanding distribution to enhance their presence

#### PROSPECTS AND OPPORTUNITIES

Greater mobility outside of the home set to support growth of wound care Local players unlikely to strongly compete with multinationals

Retail e-commerce is set to retain negligible share in wound care distribution

#### **CATEGORY DATA**

Table 47 - Sales of Wound Care by Category: Value 2018-2023

Table 48 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 49 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 50 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 51 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 52 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## Sports Nutrition in Vietnam

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Increasing demand for sports nutrition in line with greater participation in exercise Sports nutrition remains small category in local consumer health industry Lower presence of local players in sports nutrition

## PROSPECTS AND OPPORTUNITIES

Increase in physical activity in Vietnam to support further demand for sports nutrition Sports nutrition set to expand with increasingly sophisticated products Non store-based channels expected to dominate distribution of sports nutrition

## **CATEGORY DATA**

Table 53 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 54 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 55 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 56 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 57 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 58 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## Dietary Supplements in Vietnam

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Dietary supplements continues to record solid performance in 2023

Product innovation with a rising focus on diabetes

Non-store channels gradually gain share from store-based options

#### PROSPECTS AND OPPORTUNITIES

Rising consumer awareness of health and wellness to support future growth of dietary supplements

Potential market for mental wellbeing dietary supplements

Many Vietnamese consumers will continue to prefer herbal/traditional products

#### **CATEGORY DATA**

Table 59 - Sales of Dietary Supplements by Category: Value 2018-2023

Table 60 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 61 - Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 62 - NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 63 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 64 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 65 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## Vitamins in Vietnam

## KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Vitamins continues to record stable performance in 2023 in line rising health and wellness trend Vitamin E is most dynamic performer in 2023 as consumers adopt "beauty from within" approach Key players increasingly leverage social media platforms to strengthen brand awareness

## PROSPECTS AND OPPORTUNITIES

Positive outlook supported by preventive health trend in Vietnam

Paediatric vitamins creates opportunities for further penetration

Rapid development of chained pharmacies set to support future growth of vitamins

# **CATEGORY DATA**

Table 66 - Sales of Vitamins by Category: Value 2018-2023

Table 67 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 68 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 69 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 70 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 71 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 72 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

# Weight Management and Wellbeing in Vietnam

# KEY DATA FINDINGS

# 2023 DEVELOPMENTS

Demand for weight management and wellbeing continues to rise as body image increasingly important to local consumers Slimming teas remains most dynamic performer in 2023

Natural ingredients continue to attract local consumers' interest

#### PROSPECTS AND OPPORTUNITIES

Further demand over forecast period as consumers search for convenient options to control weight

Direct selling expected to lead product innovation

Chained pharmacies to help support healthy growth of weight management and wellbeing

#### **CATEGORY DATA**

- Table 73 Sales of Weight Management and Wellbeing by Category: Value 2018-2023
- Table 74 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023
- Table 75 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023
- Table 76 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023
- Table 77 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028
- Table 78 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

#### Herbal/Traditional Products in Vietnam

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Strong performance in 2023 in line with local preference for herbal/traditional products

Herbal/traditional cough, cold, and allergy (hay fever) remedies records most dynamic value growth

Increase in television advertising by category players

#### PROSPECTS AND OPPORTUNITIES

Local trust in traditional medicine to drive future category sales

Increasing prevalence of colds and flu projected to benefit herbal/traditional cough, cold and allergy (hay fever) remedies

Stable demand for herbal/traditional dietary supplements as part of preventive health

## **CATEGORY DATA**

- Table 79 Sales of Herbal/Traditional Products by Category: Value 2018-2023
- Table 80 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023
- Table 81 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
- Table 82 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
- Table 83 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028
- Table 84 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

#### Paediatric Consumer Health in Vietnam

## **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Paediatric consumer health continues to record strong performance

Increasing cases of flu boost demand for paediatric cough/cold remedies

Online platforms invest in greater engagement to boost sales of paediatric consumer health

## PROSPECTS AND OPPORTUNITIES

Positive outlook for paediatric consumer health despite lower birth rate

Greater time outside and at school will boost demand for paediatric cough/cold remedies

Rising consumer interest in paediatric vitamins and dietary supplements

## **CATEGORY DATA**

Table 85 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 86 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 87 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 88 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-vietnam/report.