



Consumer Health in Vietnam

October 2025

Table of Contents

Consumer Health in Vietnam

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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

2025 DEVELOPMENTS

Analgesics records a second year of slow growth in 2025, as some consumers access products via other channels

GlaxoSmithKline Consumer Healthcare Vietnam (GSK) leads due to proven brand efficacy

Pharmacies remains the dominant distribution channel due to trusted advice

PROSPECTS AND OPPORTUNITIES

Positive outlook for analgesics over the forecast period despite some challenges

Digital innovation and retail digitalisation to support forecast growth

New pharmacy law paves the way for growth in analgesics in Vietnam

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for sleep aids

Central Pharmaceutical Joint Stock Company No 2 leads the market

Pharmacies channel dominates sales

PROSPECTS AND OPPORTUNITIES

Sleep aids to continue its strong growth in the forecast years

Vietnam's sleep aids industry advances through innovation and quality

Wellness trends drive demand for natural sleep aids in Vietnam

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

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

KEY DATA FINDINGS

2025 DEVELOPMENTS

Seasonal flu supports growth in 2025

GlaxoSmithKline Consumer Healthcare Vietnam Co Ltd leads the category

Pharmacies dominates distribution

PROSPECTS AND OPPORTUNITIES

Pharyngeal preparations set to experience robust growth during the forecast years

The development of retail e-commerce expands consumer base

Natural health solutions thrive amid Vietnam's urban pollution crisis

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for dermatologicals

Janssen-Cilag Ltd leads dermatologicals

Pharmacies remains dominant

PROSPECTS AND OPPORTUNITIES

Rapid growth expected in dermatologicals

Digital innovation transforms access to dermatologicals in Vietnam

Bayer Vietnam aims to provide support to build greener and healthier future

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies set for positive growth in 2025

United International Pharma Co Ltd retains its leading position

Pharmacies dominates digestive remedies distribution

PROSPECTS AND OPPORTUNITIES

Shift in lifestyle will support the performance of digestive remedies

Digital innovation transforms access to digestive health products in Vietnam

Gut health awakens new wellness era in Vietnam

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Eye care maintains strong performance

Rohto-Mentholatum Vietnam Co Ltd remains the leader in eye care

Distribution continues to rely heavily on pharmacies

PROSPECTS AND OPPORTUNITIES

Eye care in Vietnam expected to see continued growth

Product innovation to be seen in the forecast period

Rohto Mentholatum Vietnam engaging in partnerships and community programmes

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

Wound Care in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable performance from wound care in 2025

Urgo Healthcare Products (Thailand) Ltd retains its leading position

Pharmacies remains top distribution channel

PROSPECTS AND OPPORTUNITIES

Wound care forecast to achieve stronger growth

Advanced wound care innovations support sustainable healthcare in Vietnam

Urgo Healthcare Products (Thailand) Ltd will remain the leading company in wound care sustainability efforts in Vietnam

CATEGORY DATA

Table 49 - Sales of Wound Care by Category: Value 2020-2025

Table 50 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 52 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 53 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 54 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth for sports nutrition in Vietnam in 2025

Herbalife Vietnam LLC leads the sports nutrition market

Direct selling loses place as the leading channel

PROSPECTS AND OPPORTUNITIES

Sports nutrition in Vietnam is expected to improve steadily in the coming years

Sports nutrition market set to welcome more imported international brands

Health and wellness trend supports growth

CATEGORY DATA

Table 55 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 56 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 57 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 58 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 59 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 60 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dietary supplements faces challenges as Vietnam battles counterfeit products in 2025

Herbalife Vietnam LLC leads the market

Pharmacies to stay out in front

PROSPECTS AND OPPORTUNITIES

The dietary supplements market in Vietnam will maintain a continuous strong performance in the forecast period

Dietary supplement innovations bring convenience and targeted benefits in Vietnam

Vietnam strengthens fight against counterfeit dietary supplements through government and retail partnerships

CATEGORY DATA

Table 61 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 62 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 63 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 64 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 65 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 66 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 67 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Expansion supported by rising health and wellness trend

Bayer Vietnam Ltd leads the category thanks to the popularity of Berroca

Retail e-commerce the fastest growing channel for vitamins in Vietnam

PROSPECTS AND OPPORTUNITIES

Vietnam's vitamins market forecast to maintain strong growth

E-commerce and innovation drive growth in vitamins

Direct sellers remain important in vitamins as Herbalife Vietnam and Amway Vietnam continue their sustainable activities

CATEGORY DATA

Table 68 - Sales of Vitamins by Category: Value 2020-2025

Table 69 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 70 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 72 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 73 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 74 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable category performance

Herbalife Vietnam leads weight management and wellbeing

Direct selling leads distribution

PROSPECTS AND OPPORTUNITIES

Weight management and wellbeing in Vietnam are projected to deliver a stronger performance

Leading players will lead product innovation

Direct sellers like Herbalife Vietnam and Amway Vietnam playing pivotal roles in advancing sustainable development

CATEGORY DATA

Table 75 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 76 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 77 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 78 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 79 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 80 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal and traditional products continued to perform strongly

Herbalife Vietnam LLC maintains its leadership in highly fragmented category

Pharmacies leads category distribution, but rival channels continue to grow

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products set to record a strong performance

Vietnamese pharmaceutical leaders innovate, combining tradition with technology

Sustainable growth and community wellness drive Vietnam's herbal and direct selling markets

CATEGORY DATA

Table 81 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 82 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 83 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 84 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 85 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 86 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Vietnam

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health in Vietnam continues to post good results

UPSA, Laboratoires works to reinforce its leadership in paediatric consumer health

Pharmacies leads, while retail e-commerce gains in popularity

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health market is expected to see significant, but more stable growth

Rising demand fuels innovation in paediatric vitamins and dietary supplements in Vietnam

Paediatric consumer health reflects growing wellness awareness and rising demand for early care in Vietnam

CATEGORY DATA

Table 87 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 88 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 89 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 90 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 91 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 92 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

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 focussing 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.