



# Dietary Supplements in Thailand

October 2025

Table of Contents

## Dietary Supplements in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales of dietary supplements benefiting from new product development and a focus on preventative health

Well-established companies Amway and Mega Lifesciences retain the lead

Pharmacies lead sales but e-commerce on the rise thanks to sales promotions

#### PROSPECTS AND OPPORTUNITIES

Demographic and lifestyle factors expected to shape demand over the forecast period

New product development and digital sales and marketing key to growth

Consumers are expected to become more demanding with the FDA likely to tighten regulations

#### CATEGORY DATA

Table 1 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 3 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 4 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

## Consumer Health in Thailand - Industry Overview

### 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 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 9 - Life Expectancy at Birth 2020-2025

#### MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025

Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 18 - 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

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## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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