

# VITAMINS, MINERALS, AND SUPPLEMENTS – THAILAND – 2023

As the impact of pandemic starts to wane, daily VMS product usage is seeing a decline, prompting brands to re-evaluate their formulation and communication strategies



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# Vitamins, Minerals, And Supplements - Thailand - 2023

## This report looks at the following areas:

- Usage frequency of VMS
- Health concerns Thais are taking VMS for
- Key factors influencing Thais' decision to purchase one brand of VMS over the other brands
- Plan for monthly VMS expenses
- Thais' VMS product preferences

## Overview

The vitamins, minerals, and supplements (VMS) market in Thailand has witnessed steady growth due to rising health and wellness consciousness among Thai consumers. The COVID-19 pandemic further fuelled demand for VMS products as people sought to enhance their immune systems and overall wellbeing.

The most popular VMS products in Thailand include **multivitamins**, **vitamin C** and **fish oil**, with increasing interest in organic and plant-based options free from artificial additives. Both local and international brands compete vigorously in the Thai VMS market, while ecommerce platforms have gained popularity for VMS product purchases.

Given evolving consumer lifestyles, environmental conditions and health priorities, VMS producers must adapt and innovate to align with these changing dynamics and ensure higher product usage frequency. This report offers valuable insights to guide brands in navigating this dynamic market landscape.



As the impact of pandemic starts to wane, daily VMS product usage is seeing a decline, prompting brands to re-evaluate their formulation and communication strategies

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## Report Content



### EXECUTIVE SUMMARY

- Mintel's perspective

#### Key issues covered in this Report

- Overview
- The outlook of vitamins, minerals, and supplements in Thailand
- Growing health consciousness amidst economic downturn challenges VMS to be effective and affordable
- Decline in daily usage of VMS calls for innovations; consumer preference lies in novel ingredients and formats
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- Cater to the distinct needs of men and women
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- What you need to know

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  - Graph 8: % of vitamin, mineral and dietary supplement sub-category launches with health claims, 2020-23
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- 'Animal-free' gelatine may offer a 'clean' alternative to animal-derived gelatine
- Novel tech holds potential to deliver sustainable alternatives to ingredients produced by conventional agriculture

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- Use personalised nutrition for preventative health
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