



MARKET TRENDS IN VIETNAM:
HEALTH FOOD



KEY TRENDS



Rising Growth and Greater Focus On Health and Appearance

- E-commerce becomes an effective channel that contributes to the growth of sports nutrition.
- Sports and fitness become a trend in Vietnam as consumers have been paying more attention to improving their health and appearance.
- International brands such as Herbalife Vietnam and Optimum Nutrition INC have strong belief in their product quality and thus launched a new product called Herbalife 24.



Vietnam Consumers Believe That Organic Product Is Healthy

- Consumer's interest in organic food is steadily increasing in line with rising health consciousness and improvements in product availability.
- Organic dairy has a potential for solid growth.
- Extending distribution and widening of product range in Vietnam



Strong Popularity Of Herbal and Traditional Dietary Supplements

- Ageing population in Vietnamese lifts the demand for dietary supplements.
- Consumer perception that they are safer for their health and more effective while they also avoid the side effects from using Western products for long periods of time.
- Herbalife Vietnam, Amway Vietnam and Nu Skin Vietnam continued to have strong presence in the dietary supplements market due to their strong brand reputation.



Rising Growth and Greater Focus On Health and Appearance

Herbalife Special Diet Food: Formula 1 Nutritional Blend – Strawberry Flavour

- Provides a balance of protein and nutrition. Helps in good health and effective weight control.

Ingredients: Soy Protein Isolated (41%) (Genetically Modified), Fructose Sugar, Cellulose Powder, Corn Flour, Natural And Synthetic Strawberry Flavor, Gua Gum (Thickener), Beet Red (Coloring), Potassium Chloride, Calcium Caseinate, Casein, Natural and Synthetic Raspberry Flavor, Dicalcium Phosphate, Rice Fiber, Canola Oil, Soy Lecithin (Emulsifier), Medium Chain Triglyceride, Carrageenan (Thickener), DL-Methionine, Inulin, Magnesium Oxide, Silicon Dioxide (Anti-Caking Agent), DL-Alpha Tocopheryl Acetate, Ascorbic Acid, Plantain Seed Powder, Ginger Root Powder, Aspergillus niger and Aspergillus oryzae Protease (From Aminogen) ®), Honey Powder, Citrus Pectin, Biotin, Pomegranate Powder, Papaya Fruit Powder, Blueberry Powder, Sodium Selenite, Sodium Molybdate, Beta Carotene, Niacinamide, Steviol Glycoside (Sweetener), Iron Fumarate, Zinc Oxide, Copper Gluconate, Calcium D-Pantothenate, Bromelain, Papain Powder, Cyanocobalamin, Cholecalciferol, Folic Acid, Chromium Chloride, Pyridoxine Hydrochloride, Thiamine Mononitrate, Riboflavin.



Optimum Nutrition Gold Standard 100% Whey Protein Powder

- GOLD STANDARD 100% WHEY BLEND 24g blended protein consists of whey protein isolate, whey protein concentrate, and whey peptides to support lean muscle mass. They don't call it the GOLD STANDARD of quality for nothing!
- OVER 5G OF BCAAS to help in building lean and strong muscles with naturally occurring BCAAs.
- 3-4G CARBS, 1-3G SUGAR, AND 1-1.5G FAT, GLUTEN FREE, No Sucralose in Double Rich Chocolate Flavour.



Vietnam Consumer Believe That Organic Product is Healthy



Huynh De Te Hung - Dried Jackfruit

- Dried jackfruit is formed from the meeting zone. Jackfruit has very high nutritional value, 20% carbohydrate, 1.3% protein, 1.3% of fiber, and 21 mg of calcium.
- According to Oriental medicine, Mit also works as a medicine, ripe jackfruit zone is considered as nutritious food and expectorant.

Ingredients: Jackfruit.

TANISA Organic Rice Noodles, Pho Noodles

- TANISA rice noodles are made from natural plant-based ingredients, so they are approved for special diets: Paleo, AIP, Keto, vegan.
- These organic vegan noodles work in tons of dishes namely Pho, pad thai, spring rolls, Spaghetti and more.

Ingredients: 100% rice.





Strong Popularity Of Herbal and Traditional Dietary Supplements



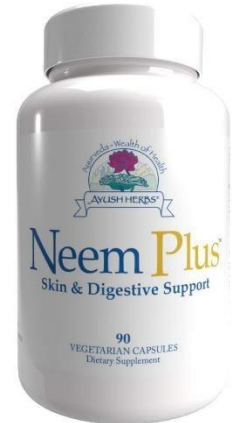
Kim Thinh – Herbal Treatment for Deafness, Tinnitus and Ear Pain

- Kim Thinh is the natural remedy with 100% herbal ingredients.
- It helps to enhance auditory health and hearing capacity.
- Helps minimize the symptoms of tinnitus and hearing – prevents hearing loss for people at high risk, objects exposed to noise (listening to music, radio, television), helps to preserve hearing.
- Strengthens the inner ear to support the treatment and prevention of ear diseases and hearing loss.

Ayush Herbs Neem Plus Herbal Supplement

- Featuring *Azadirachta indica* (neem), triphala, and other beneficial herbs, this proprietary formula may help to support healthy digestive system and microbiome while also promoting skin health.
- Each natural herb extract in this formula provides support to many body functions by improving skin health, boosting immune and microbiome support, enhancing detoxification and more.

Ingredients: Vegetarian Capsule (Chlorophyll Green Cellulose). Magnesium Stearate, and Silicon Dioxide.



References

- Euromonitor International. (2021a). Sports Nutrition in Vietnam. Industry Report.
- Euromonitor International. (2021b). Organic Packaged Food in Vietnam. Industry Report.
- Euromonitor International. (2021c). Dietary Supplement in Vietnam. Industry Report.

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