Euromonitor International

Herbal/Traditional Products in Vietnam

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Long Chau drives pharmacy-led shift as trust gap boosts premiumisation
Single ingredient herbal dietary supplements maintain dominance as certification shapes demand

WHAT'S NEXT?

Regulatory compliance and premiumisation to drive herbal/traditional products growth
Single ingredient supplements to consolidate leadership amid quality-driven demand

COMPETITIVE LANDSCAPE

Herbalife defends leadership as rivals gain ground

CHANNELS

Pharmacy chains dominate distribution while online channels gain momentum

PRODUCTS

Pharmacy chain programmes and digital visibility reshape product strategy
Vertically integrated supply chains and consumer education emerge as innovation templates

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COUNTRY REPORTS DISCLAIMER

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