

Overview of Vietnam¹

- Total population of 90 million with 63% of the population under age 35
- Fastest growing middle class in the Southeast Asian region – expected to rise from 12million (2012) to 33 million in 2020

Consumer Health Trends²³

- Factors driving the growth of sales of nutritional supplements:
 - Rising household incomes
 - Increasing health and beauty awareness – beauty boom
 - Growing population
 - Environmental pollution
- The health supplement sector has been one of the fastest growing food sectors over the past decade with an average annual growth rate of 25%.
- The total market value in 2012: \$526 million (= about 10% of the ASEAN market)
- Foreign brands tend to be more popular among mid-high end consumers and imported products account for 40% of the market share
- The interest in various forms of CM therapies among physicians is increasing, next to Vietnamese traditional medicines.⁴

Economic Burden of non-communicable diseases⁵⁶

- NCDs cause 71% of the total burden of disease in 2008
- Proportion mortality: CVD 33% / cancers 18% / chronic respiratory disease 7%
- Neuropsychiatric conditions caused 18% of the total burden of disease in 2008
- Current tobacco smoking (2011): males 46% / female 2%
- Raised blood pressure(2008): males 25.7% / females 20.5%
- Diabetes in the age group 25-64 years: 1.13 million – more than doubled in the last two decades
- About 40-50% of people with pre-diabetes will develop type2 diabetes within 10 years
- The estimated economic burden caused by NCDs in 2005: US\$20 million (0.33% of annual national GDP) – expected to double by 2015

¹ Austrade, Vietnam Health Supplements Market Overview

² Euromonitor, Vitamins and Dietary Supplements in Vietnam

³ Euromonitor, Herbal / Traditional Products in Vietnam

⁴ Complementary and Alternative Medicine Use among Physicians in Oriental Medicine Hospitals in Vietnam: A Hospital-Based Survey

⁵ http://www.who.int/nmh/countries/vnm_en.pdf?ua=1

⁶ Vietnam Noncommunicable Disease Prevention and Control Programme 2002-2010

Vitamin and Dietary Supplements²

VND6 trillion (growth of 20% in 2012) – expected to grow by a constant value CAGR of 8% over the forecast period

- Vitamin C: current value growth of 18% in 2012 – for boosting immune system, preventing sickness and stress
- Among vitamins, multivitamins were the most popular type in 2012 (61% value share) followed by Vitamin C and Vitamin B.
- The key purchasers of vitamins and dietary supplements were middle and high-income consumers who typically have busy and stressful lifestyles.

Herbal / Traditional Products³

VND4.1 trillion (growth of by 22% in 2012)

- Ginseng is one of the most popular products (27% current value growth in 2012).

The rapid rise of the burden caused by chronic NCDs in Vietnam is a serious concern and some studies have found that the household financial burdens caused by chronic NCDs are substantial.