

# Projected Growth of 4.68% CAGR in the Vietnam Health and Wellness Market from 2024 to 2032

BROOKLYN, NY, USA, May 10, 2024 /EINPresswire.com/ -- IMARC Group, a leading market research company, has recently released report titled "[Vietnam Health and Wellness Market](#) Report by Product Type (Functional Foods and Beverages, Beauty and Personal Care Products, Preventive and Personalized Medicinal Products, and Others), Functionality (Nutrition and Weight Management, Heart and Gut Health, Immunity, Bone Health, Skin Health, and Others), and Region 2024-2032". The study provides a detailed analysis of the industry, including the Vietnam health and wellness market size, share, trends, and growth forecasts. The report also includes competitor and regional analysis and highlights the latest advancements in the market.



Vietnam Health and Wellness Market Latest Report 2024-2032

How Big is the Vietnam Health and Wellness Market?

The Vietnam health and wellness market size is projected to exhibit a growth rate (CAGR) of 4.68% during 2024-2032.

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Vietnam Health and Wellness Market Growth:

The increasing incidence of lifestyle-related illnesses such as diabetes and hypertension, as well as a growing awareness of personal health, are driving the rise of the Vietnam health and wellness market. Furthermore, the demand for health and wellness is escalating as consumers become more interested in products and services that encourage a healthy lifestyle, including

functional foods, organic produce, and fitness-related activities.

This shift is supported by the increasing middle class, which possesses more disposable income to spend on health and wellness products. Furthermore, the influence of social media and health influencers has played a significant role in educating and motivating the population to adopt healthier lifestyles, contributing to the expansion of the market.

#### Vietnam Health and Wellness Market Trends:

The Vietnam health and wellness market is seeing rapid growth in the fitness industry, with an increase in the number of gyms and fitness centers opening across the country. Moreover, on the wellness front, there is a noticeable rise in the popularity of wellness tourism, including spa retreats and yoga centers, which are becoming sought-after destinations for both domestic and international tourists seeking holistic health experiences, which is positively impacting the market.

In addition to this, the integration of traditional medicinal practices with modern wellness therapies offers a unique proposition that is attracting a broader audience and is anticipated to drive the Vietnam health and wellness market over the forecasted period.

#### Vietnam Health and Wellness Market Segmentation:

##### Breakup by Product Type:

- Functional Foods and Beverages
- Beauty and Personal Care Products
- Preventive and Personalized Medicinal Products
- Others

##### Breakup by Functionality:

- Nutrition and Weight Management
- Heart and Gut Health
- Immunity
- Bone Health
- Skin Health
- Others

##### Breakup by Region:

- Northern Vietnam
- Central Vietnam
- Southern Vietnam

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Key Highlights of the Report:

- Market Performance (2018-2023)
- Market Outlook (2024-2032)
- Market Trends
- Market Drivers and Success Factors
- Impact of COVID-19
- Value Chain Analysis
- Comprehensive mapping of the competitive landscape

If you need specific information that is not currently within the scope of the report, we will provide it to you as a part of the customization.

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IMARC's information products include major market, scientific, economic and technological developments for business leaders in pharmaceutical, industrial, and high technology organizations. Market forecasts and industry analysis for biotechnology, advanced materials, pharmaceuticals, food and beverage, travel and tourism, nanotechnology and novel processing methods are at the top of the company's expertise.

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