

# Vietnam Medical Nutrition Market Updates 2024 : Abbott Laboratories, and Baxter are Key Players in the Market

Vietnam medical nutrition market is expected to register substantial growth in the future, owing to rise in the geriatric population across Vietnam.

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By distribution channel, the Vietnam medical nutrition market is segmented into hospital pharmacies, retail pharmacies, and online pharmacies. ”

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[medical nutrition market](#) generated \$270.16 million in 2019, and is projected to reach \$373.05 million by 2027, growing at a CAGR of 5.1% from 2020 to 2027. The infant nutrition segment accounted for more than half of the [Vietnam medical nutrition](#) market share in 2019.

The market for medical nutrition in Vietnam is anticipated to increase significantly in the next years due to the country's growing geriatric population and rising prevalence of chronic diseases. Nonetheless, it is

anticipated that Vietnamese people's ignorance of nutrition issues will impede market expansion throughout the projected timeframe. On the other hand, it is anticipated that the growth in medical tourism in Vietnam would present lucrative prospects for industry participants.

The infant nutrition, parenteral nutrition, and enteral nutrition product segments make up the Vietnam medical nutrition market. Additional categories for parenteral feeding include items based on fat, dextrose, additives, and others. Three further categories exist for enteral nutrition: standardized, semi-elemental, and specialized.

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## Key Market Drivers

**Rising Prevalence of Chronic Diseases:** The increasing incidence of chronic conditions such as diabetes, cardiovascular diseases, cancer, and respiratory disorders is a major driver of the medical nutrition market. These conditions often require specialized nutritional support for effective management.

**Aging Population:** Vietnam's population is aging rapidly, leading to a higher demand for medical nutrition products designed for elderly patients who require enhanced nutritional support.

**Growing Awareness of Nutritional Health:** There is a rising awareness among the Vietnamese population about the importance of proper nutrition in maintaining health and managing diseases, driving demand for medical nutrition products.

**Expanding Healthcare Infrastructure:** Improvements in healthcare infrastructure and increased access to healthcare services are facilitating the growth of the medical nutrition market in Vietnam.

**Government Initiatives:** Government programs aimed at improving public health and nutrition are also contributing to market growth.

## Technological Advancements

**Innovative Product Development:** Companies are investing in research and development to create innovative medical nutrition products tailored to the specific needs of different patient groups, such as those with diabetes, renal disease, or malnutrition.

**Personalized Nutrition:** Advances in genomics and biotechnology are paving the way for personalized nutrition solutions that can be customized based on an individual's genetic makeup and specific health needs.

**Enhanced Delivery Systems:** Development of new delivery systems, such as enteral nutrition products and nutritionally complete oral supplements, ensures better compliance and improved patient outcomes.

**Digital Health Integration:** The integration of digital health technologies, including mobile apps and telemedicine, with medical nutrition is enhancing patient monitoring and support, leading to better management of nutritional health.

## Market Challenges

**High Costs:** The high cost of medical nutrition products can be a barrier to access, particularly for low-income populations in Vietnam.

**Limited Awareness in Rural Areas:** Despite growing awareness in urban centers, there is still a lack of awareness about medical nutrition in rural areas, limiting market penetration.

**Regulatory Hurdles:** Stringent regulatory requirements for the approval and marketing of medical nutrition products can pose challenges for manufacturers.

**Supply Chain Issues:** Ensuring a consistent and efficient supply chain for medical nutrition products can be challenging, particularly in remote and underserved regions.





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