



Euromonitor
International

Dietary Supplements in Thailand

October 2025

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Dietary Supplements in Thailand - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales of dietary supplements benefiting from new product development and a focus on preventative health

Well-established companies Amway and Mega Lifesciences retain the lead

Pharmacies lead sales but e-commerce on the rise thanks to sales promotions

PROSPECTS AND OPPORTUNITIES

Demographic and lifestyle factors expected to shape demand over the forecast period

New product development and digital sales and marketing key to growth

Consumers are expected to become more demanding with the FDA likely to tighten regulations

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