



**Vitafoods™
Asia**



Post-show Report 2025

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WORLD'S BEST ASHWAGANDHA

NEW TO MARKET

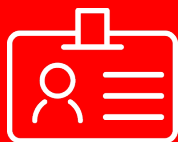


2025 Highlight

Vitafoods Asia 2025, the premier regional platform for the nutraceutical industry, recently successfully concluded with an astonishing 50% rise in international participation compared to the 2024 edition. This significant milestone underscores Vitafoods Asia's pivotal role as the must-attend hub connecting nutraceutical professionals, innovators, and buyers across Asia and beyond.



Vitafoods Asia 2025 Results



13,460

Total attendance
3.73% increase Y-O-Y



650

Exhibitors



83

Visiting countries



59

Conferences &
Technical Seminars



10,000

Exhibition space
(sqm)



9

Pavilions

Online engagement

2,203

Product on the platform

27,000+

Contact made
during the exhibition

15,000+

Lead was scanned

20,000+

Number of online
meeting confirmed

20,000+

click on Exhibitor list

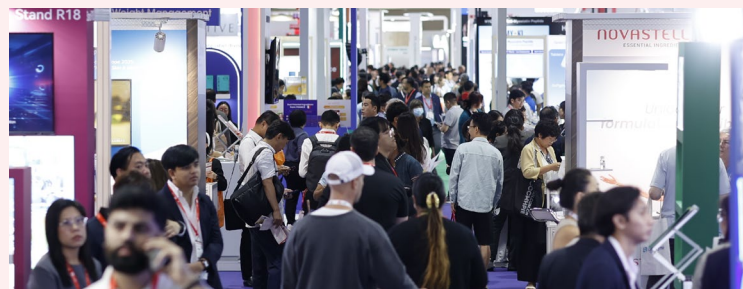
90%

of user connected with
at least 1 person



Visitor Overview

Attendee by Region



Top 10 Countries

1 THAILAND	6 PHILIPPINES
2 CHINA	7 VIETNAM
3 INDIA	8 SINGAPORE
4 SOUTH KOREA	9 INDONESIA
5 MALAYSIA	10 JAPAN

Top Job functions

Owner/Managing director/President /Chief executive/COO	26.4%
Director/Vice-President/ Head of Department	13.1%
Senior manager	6.6%
Manager	20.8%
Junior manager	2.8%
Assistant	7.7%
Specialist	6.1%
Consultant	4.0%

Top business activity

1 Manufacturer	22.1%
2 Distributor	21.2%
3 Retailer	9.8%
4 Wholesaler	8.8%
5 Contract Manufacturer	8.3%
6 Service Provider / Consulting	7.1%
7 Private Label Provider	4.1%
8 Academic	3.8%
9 Equipment Provider	2.5%
10 Press / Media	2.2%

90.31%
of visitors have
decision making power

Visitor interest in health categories

Healthy ageing	7.4%
Bone & joint health	7.1%
Immune system	6.3%
Digestive & gut health	6.2%
Women's health	6.1%
Sports nutrition	5.3%
Skin Health	5.2%
Weight management & satiety	5.1%
Children's health	5.1%
Men's health	4.9%
Cognitive health	4.7%

Eye health	4.7%
Nutricosmetics	4.5%
Heart health	4.4%
Personalised nutrition	4.2%
Sleep Health	4.0%
Sexual health	3.3%
Metabolic Health	3.3%
Cardiovascular Health	3.0%
Pet Health	2.1%
Cancer Risk Reduction	2.1%

(Based on multiple response)



Visitor interest in sector

Ingredients & Raw Materials

▶ **39.3%**

Branded finished products & Private Label

▶ **19.8%**

Contract Manufacturing & Private Label

▶ **21.4%**

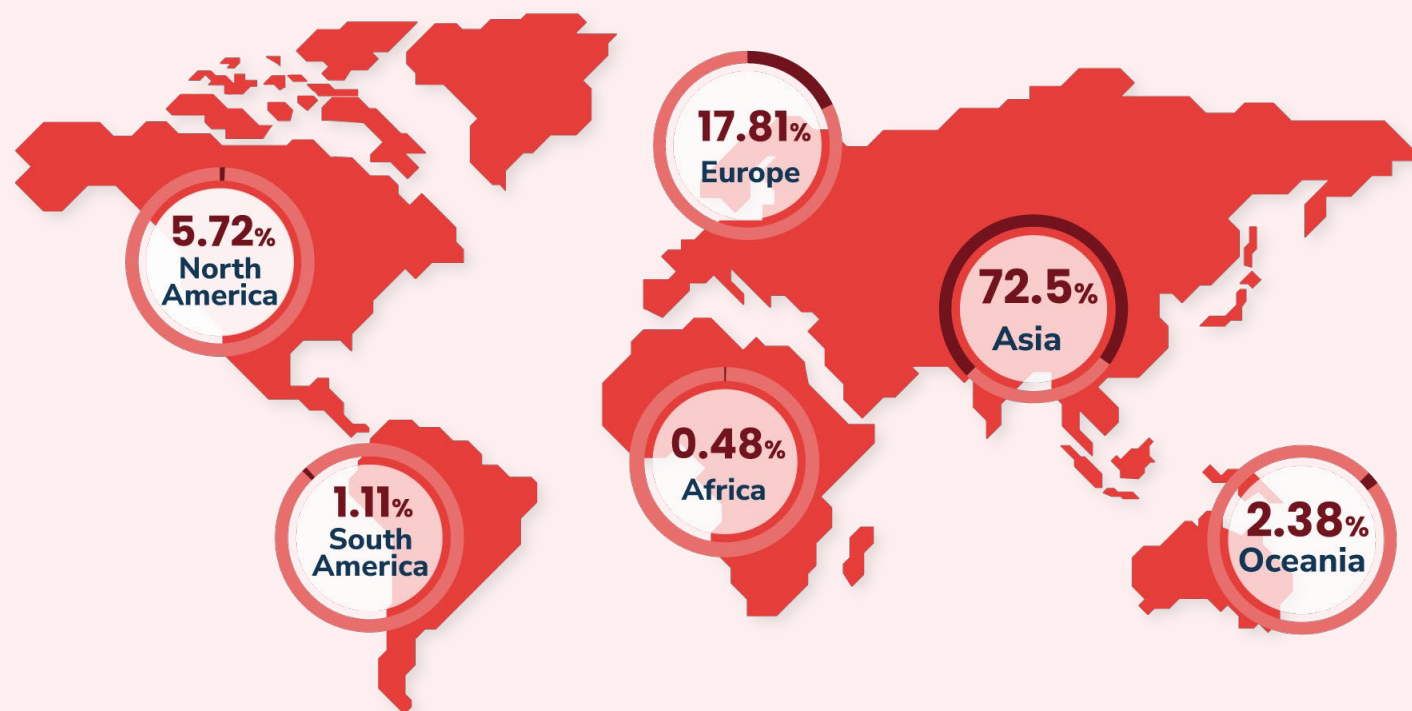
Services & Equipment

▶ **19.6%**



Exhibitor Overview

% of Exhibitors by Region



Top Exhibiting Countries

- | | |
|------------|-------------|
| 1 CHINA | 6 TAIWAN |
| 2 KOREA | 7 USA |
| 3 INDIA | 8 FRANCE |
| 4 THAILAND | 9 SPAIN |
| 5 JAPAN | 10 MALAYSIA |

9 International Pavilions

- | | |
|----------|------------|
| 1 CHINA | 6 SPAIN |
| 2 FRANCE | 7 TAIWAN |
| 3 JAPAN | 8 THAILAND |
| 4 KOREA | 9 USA |
| 5 POLAND | |

Real voice from our 2025 show floor



"For those who are still deciding whether they should attend Vitafoods Asia, I would 100% recommend coming here. It's the best place to explore trends, meet partners, potential partners, future partners, existing customers and clients, as well as brand owners. It's the ideal venue to build your network, engage in face-to-face meetings, and develop meaningful connections."

PIERRE-LUC MORLET
SALES DIRECTOR,
PHARM ACTIVE BIOTECH PRODUCTS



"I think this is a really good platform for us as a Thai company. This is my first time joining this event, and we have learned a lot. We are very excited to be part of it. I believe that, right now, consumers in Asia are growing significantly and are increasingly concerned about health and wellness."

SIRIPORN THONGRUJIROJ
WICHAJ LIMPITKRANON
FOUNDER AND CEO,
NUUI WORLD CO., LTD.



"From my perspective, what I enjoy most is the opportunity to meet so many professionals from across Asia in one place. I think this is a great platform for us to exchange ideas, discover opportunities, and connect with numerous potential partners."

ALEX DU
GENERAL MANAGER,
SIRIO PHARMA CO., LTD.



"We're very excited to be here. I have visited before, but this is our first time exhibiting, so everything feels like a highlight for us right now. I really appreciate the opportunity, to be honest. I think the Asian market, in particular, is growing very fast"

JIMMY Y. YUN
CEO & PRESIDENT,
WOOREE & HAROUTINE CO., LTD.

Key visiting & exhibiting companies

Key Visiting Companies include:

- ALLIANCE NUTRITION GROUP
- AMWAY
- BIO LIFE NEUTRACEUTICALS SDN BHD
- BOOTS RETAIL
- CHEMKRAFT PTE. LTD.
- HOPEWELL LIFE SCIENCES
- IWAKI & CO., LTD.
- LIFE PHARMACY
- MAKIN LABORATORIES PVT LTD
- MILOTT LABORATORIES
- NATURE BENEFIT CO.,LTD.
- NATURE MATE
- NEOVITAL VIET NAM COMPANY LIMITED
- NESTLE HEALTH SCIENCE
- NUTRA HEALTHCARE PRIVATE LIMITED
- NUTRACON GMBH
- PACIFIC PHARMACEUTICALS PTE LTD
- PEPSICO
- PHARMACITY
- PROCTER & GAMBLE
- PT WORLD MARKET INDONESIA
- REVOMED GROUP CO., LTD.
- SINTHAI CHEMICALS
- SUNTORY
- SWISSGARNIER LIFE SCIENCES
- TAOBAO
- WATSONS
- And many more....

Key Exhibiting Companies include:



Highlight Features



Main Stage

Gain insights into the latest research and market outlook in nutraceuticals. The expert-led sessions and discussions will cover all the topics that are taking the industry by storm.



Innovation Tours

Step into a showcase of pioneering health technologies and solutions that are revolutionizing the nutraceutical landscape and transforming consumer wellness.



Vitafoods Asia 5K Run

An active networking, non-timed 5K run at the 2nd day of the Vitafoods Asia 2025.



New Ingredient & New Ingredients Zone

Discover the showcase of the latest ingredients and health supplements driving the future of health and wellness.



Tasting Bar

Experience a sensory journey through innovation where you can sample the newest functional foods, beverages, and dietary supplements at the spot.



Sensory Box

A three-day workshop for food science and product development professionals, offering hands-on training in sensory and analytical evaluation through real case studies to enhance innovation and quality.



Academic to Commercial (A to C)

Uncover the hidden gems where academic research will be gathered at this zone, bridging the gap between groundbreaking scientific discoveries and their market applications.

Better Stands Award

Sustainability took centre stage with the Better Stands Booth Awards, honouring exhibitors who demonstrated innovative, eco-friendly booth designs. These winners not only impressed with creativity and aesthetics but also embodied a shared commitment to environmental responsibility on the show floor.



EVEAR Extraction



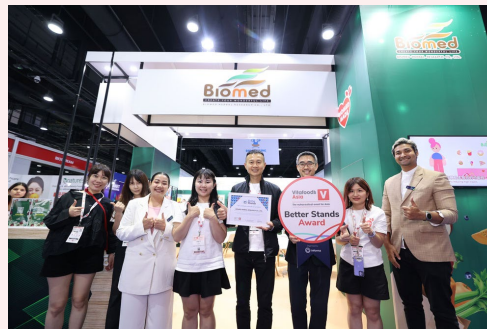
Kaneka Corporation



SNC Good Fortune



NAHRIN AG



Biomed Herbal Research



Shankar Nutricon

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คณะแพทยศาสตร์
มหาวิทยาลัยศรีนครินทรวิโรฒ



THAMMASAT UNIVERSITY
FACULTY OF SCIENCE & TECHNOLOGY



สว. FTI



FTI
กลุ่มอุตสาหกรรม
ผลิตภัณฑ์เสริมอาหาร



กลุ่มอุตสาหกรรม
สมุนไพร



กลุ่มอุตสาหกรรม
เทคโนโลยีชีวภาพ



Media Partners



**Vitafoods™
Asia**



Thank you for participating & See you at

Vitafoods Asia 2026

2-4 September 2026

Hall 1-3 & 5-7, QSNCC, Bangkok, Thailand

Organised by:

