

Vitafoods™
Asia



Title sponsor



18-20 September 2024
Hall 1-3, QSNCC, Bangkok

Post Show Report

Vitafoods Asia 2024, the leading event in Asia dedicated to nutraceutical ingredients, products, and cutting-edge innovations, is gearing up for another outstanding edition.

As the go-to platform for industry professionals, the event fosters collaboration, knowledge exchange, and insights into the emerging trends shaping the nutraceutical sector.



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Accreditation



Event is powered by





Vitafoods Asia 2024

The event was held from 18-20 September 2024 at the Queen Sirikit National Convention Center in Bangkok, we are delighted to present the key statistics and highlights that showcase the success of the event.



12,976
total attendees



544
exhibiting
companies



17,374 sqm.
of total exhibit
area



80
participated
countries



12,468
online connections
requests



10
international
pavilions



60 topics
of conferences &
technical seminars

Attendee
by Region



Local

5,389



International

7,587

Top Visitor by Country

- | | |
|----------------------|----------------------|
| 1 Thailand | 6 Singapore |
| 2 China | 7 Japan |
| 3 Malaysia | 8 Philippines |
| 4 India | 9 Vietnam |
| 5 South Korea | 10 Taiwan |

Visitor by Job Functions

- Owner / Managing director / President / Chief executive / COO 25.7%
- Manager 21.6%
- Director / Vice-President / Head of Department 11.5%
- Assistant 7.5%
- Specialist 7.0%
- Senior manager 6.9%
- Student 3.7%
- Junior manager 3.3%
- Consultant 3.1%



Purpose of Visit

- To buy / source new products / services 18.8%
- To see the latest research and developments 17.8%
- To meet with existing suppliers 17.1%
- To keep up-to-date with global industry trends 15.4%
- To network with peers / other visitors 9.0%
- To sell new ingredients/ products or services 8.3%
- Use matchmaking feature to make new connections 8.1%
- To consider exhibiting in the future 5.4%

Visitor by Industry



Visitor product of interest



38.9%

Ingredients &
Raw Materials



21.6%

Branded Finished
Products &
Private Label



20.6%

Contract
Manufacturing
(Bespoke Product
Development)



10.4%

Services



8.5%

Equipment &
Machinery

Visitor business sector

• Distributor	30.7%
• Manufacturer	23.7%
• Contract Manufacturer (Bespoke Product Development)	15.8%
• Retailer	5.0%
• Academic	5.0%

• Service Provider / Consulting	3.6%
• Wholesaler	2.2%
• Private Label Provider	1.2%
• Press / Media	1.0%
• Equipment Provider	0.5%

91% of visitors
are involved
in decision making
process

Influence & recommend 42%

Final decision 36%

Specify a need 13%

Play no part 8%





10 International Pavilions

- | | |
|------------------|----------------------|
| 1 Belgium | 6 Poland |
| 2 China | 7 South Korea |
| 3 France | 8 Spain |
| 4 Italian | 9 Taiwan |
| 5 Japan | 10 The USA |

Top Exhibiting Countries

- | | |
|-----------------|--------------------|
| 1 China | 6 Spain |
| 2 Korea | 7 Singapore |
| 3 Taiwan | 8 Malaysia |
| 4 India | 9 Thailand |
| 5 Japan | 10 The USA |

2 Special Pavilions



1

Omega-3 Resource Centre



2

Probiotics Resource Centre



Business Match and Meet

- ▶ **12,468** Connections requests prior to and during the show
- ▶ **1,951** Meetings / conversations made during the show



Exhibitor



“It’s been an incredible experience at Vitafoods Asia to connect with prospects and also maintaining contact with our existing customers that we’ve met throughout the 3-day event.”

Lisa Miller

Communications Director, US
Aker BioMarine Antractic US LCC



“Participating in the Vitafoods Asia offers us an outstanding opportunity to reach out to Southeast Asia and other Asia-pacific countries' markets that are constantly expanding.”

Louie Coorey

General Manager - Asia Pacific
Global Brand Centre,
H&S International



“Vitafoods Asia provides us an opportunity to demonstrate our capabilities to not only Asian visitors but also from Europe and all over the world. It’s a great event with nice location and atmosphere.”

Go Cing Yun

OEM Project Consultant
Singapore Pharma Tech Pte Ltd

Partner

“Being able to attend Vitafoods Asia has given us the opportunity to connect with our members and sponsors but also to advance gender equity in the region and the world.”

Michelle Martin

President & COO
Cypressminerals



“Vitafoods Asia is a great event for us to see what's happening, what products are being launched. Apart from that I’ve come across many of my friends in the industry through this event.”

Dave Mccaughan

Chief Storyteller Bibliosexual
& Senior Associate CHCTA



Visitor

“This event is really pure multinational not only companies from Asia but also from Europe and Australia.”

Maria Orlova

Marketing Director, Amaron Group



“It was a very good experience for me and my colleagues because we found innovations in an multicultural event with a lot of interactive people.”

Mariano Farina

General Manager,
Sveda S.r.l. Unipersonale



“A great experience. We could meet many suppliers and many finished product companies. It's very interesting.”

Mathieu Ziegler

Sales Manager, Abyss Ingredients



Exploring global nutraceuticals with a wide array of features, activities, and special zones



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.



NutraFocus

Delve into specialized topics where in-depth presentations offer deep dives into emerging trends and scientific breakthroughs in the nutraceutical industry.



New Ingredients & New Products 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.



Life Elements

Learn how stabilize and improve your health at Life Elements Zone where visitors can get face-to-face consultation on personalized nutrition that aligns with individual's life elements.



Sustainability Square

Engage with eco-friendly and cultural workshops, highlighting sustainable practices, that are driving a greener and healthier future.



Innovative Health Hub

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



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.



Vitafoods Asia Nutraceutical Awards

Celebrate the success of innovations created from local ingredients where the products of competition winners will be showcased at the zone.

Exploring global nutraceuticals with a wide array of features, activities, and special zones



Nutritional Consultancy

Get expert advice where industry specialists offer personalized guidance on product personalization that matches your health conditions and goals.



Innovation Tours

Embark on guided Innovation Tours to explore the latest breakthroughs in nutraceuticals themed proteins, beauty and brain.



Vitafoods Asia 5K Run

An active networking, non-timed 5K run at the 2nd day of the Vitafoods Asia 2024.

Vitafoods Asia Nutraceutical Awards Empowering Innovation through Local Excellence!

Vitafoods Asia 2024 continues to lead the charge in nutraceutical innovation with the esteemed Vitafoods Asia Nutraceutical Awards. This activity shines a spotlight on exceptional innovations derived from local ingredients, celebrating achievements that are driving the industry forward while elevating local products to global recognition.



Cheers to All Winners of Sustainability Booth Design Awards

Congratulations to all the winners who demonstrated exceptional commitment to reducing their environmental impact. Your efforts are paving the way for a more sustainable future in the nutraceutical industry!



Thank you to all our sponsors

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Join us in 2025

**Vitafoods™
Asia**



17 - 19 September 2025
QSNCC, Bangkok, Thailand

Let's ride the wave of nutraceutical boom

Boost your business growth in Asia's leading nutraceutical event



FOR MORE INFORMATION, PLEASE CONTACT

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