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Vitafoods Asia 2026 Expands as APAC Nutraceutical Demand Accelerates

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Vitafoods Asia is set to return to Bangkokâ??s Queen Sirikit National Convention Centre (QSNCC) from 2â??4 September 2026, with an expanded show floor and an increased number of exhibitors in response to growing demand across Asia-Pacific for healthier ageing, greater well-being and more personalised approaches to nutrition. The show will also spotlight growth areas in nutraceutical innovation, reflecting the expanding role of nutrition across new applications.

As the leading meeting point for the global nutraceutical industry in Asia, this yearâ??s edition of Vitafoods Asia will welcome more than 800 exhibitors across 30,000 sqm of exhibition space â?? representing a 50 per cent increase in floor space. The expansion will bring together a wider range of exhibitors to support key areas of industry growth. This features new and expanded areas for Packaging & Technology and Pet Nutrition â?? an area which is forecasted to grow at a CAGR of 8 per cent from 2024 to 2030 in APAC alone,1 as consumers increasingly seek preventative and functional health solutions for companion animals.

Vitafoods Asia 2026 will reflect the evolving nutrition landscape across Asia-Pacific, where an ageing population is driving greater focus on preventative health and long-term well-being. By 2050, around one in four people in the region will be aged 60 or over.

A key theme for this yearâ??s event will be â??Nutrition for Life & Longevityâ?? â?? spotlighting how science and technology are transforming nutrition to help people live longer, and better. The show will reflect this shift, with content across key areas of innovation in response to evolving consumer priorities. This includes the Healthy Ageing Summit, which will draw on the expertise of scientists and innovators to explore how nutrition and science are reshaping the way we age.

The wider content programme is designed to spotlight industry-leading research, bringing leaders together to explore the future of nutraceuticals in the Asia-Pacific region through comprehensive market analysis and forward-looking insights to 2033. Key themes span the healthspan revolution, microbiome health, and breakthrough technologies such as plant-derived exosome-like nanoparticles for regenerative medicine, alongside trending beauty-from-within categories like hair and skin health. The conference also addresses critical industry developments surrounding artificial intelligence (AI) implementation, including building brand trust in the AI era and the transformative role it can play in product development.

Attendees can see these trends brought to life across the show floor through returning dedicated zones and features, including the New Products Zone, Tasting Bar and guided Innovation Tours, which will showcase how leading ingredient suppliers are responding to evolving market trends and industry challenges. Alongside this, attendees will have opportunities to share knowledge and harness connections at key networking events, including the Women in Nutraceuticals reception and Networking Night. Finally, the Vitafoods Asia Nutraceutical Awards will return to recognise the most innovative products in dietary supplements, functional foods & beverages and extracts.

With the Asia-Pacific nutraceutical market anticipated to be worth $251.44 billion by 2034,3 the region is poised for continued growth â?? and Vitafoods Asia provides the ideal meeting place for international brands seeking to expand their presence.

Speaking on this yearâ??s event, Rose Chitanuwat, Regional Portfolio Director, Informa Markets, said: â??As consumers in Asia â?? and globally â?? look beyond lifespan towards healthspan, brands are seeking new ways to tailor wellness to a wider variety of needs. Vitafoods Asia will reflect the pace at which demand for innovative nutrition solutions is accelerating across the Asia-Pacific. This yearâ??s expanded edition will welcome even more exhibitors from across the nutraceutical supply chain, creating greater opportunities to explore emerging areas of growth. As Asiaâ??s nutraceutical hub, weâ??re strengthening our role as a bridge between global nutraceutical innovation and the opportunities in the fast-growing Asia-Pacific region â?? helping brands around the world enter and grow in this dynamic market.â?