

Appier and VitaDairy forge strategic partnership to accelerate AI-Driven digital growth

10 October 2025 | News

Vietnam's dairy market was valued at USD 5.71 billion in 2024 and is projected to reach USD 13.37 billion by 2033, with a CAGR of 9.5% from 2025 to 2033.



Vietnam's dairy market was valued at USD 5.71 billion in 2024 and is projected to reach USD 13.37 billion by 2033, with a CAGR of 9.5% from 2025 to 2033.

Appier, an AI-native SaaS company specializing in advanced AdTech and MarTech solutions, announced a strategic partnership with VitaDairy, Vietnam's leading immunity-focused dairy brand. The collaboration was launched with a project kick-off ceremony, marking the start of a joint journey to harness Appier's AI innovation in accelerating VitaDairy's digital growth and enhancing customer engagement across its diversified channels.

According to IMARC Group, Vietnam's dairy market was valued at USD 5.71 billion in 2024 and is projected to reach USD 13.37 billion by 2033, with a CAGR of 9.5% from 2025 to 2033. Growth is fueled by rising health awareness, increasing disposable incomes, and stronger demand for nutritious products. Meanwhile, a 2024 report by MMA and Decision Lab found that 89% of Vietnamese businesses have adopted AI into their marketing strategies, with 78% reporting medium to high levels of integration. Key applications include chatbots, creative optimization and personalized recommendations, underscoring that AI-driven marketing is rapidly becoming standard practice in Vietnam.

"VitaDairy's AI transformation marks a pivotal step in reinforcing our leadership in the health-driven, premium dairy sector. By unifying data and leveraging AI-driven insights to automate customer engagement, we are enhancing personalization while deepening consumer trust. Combined with our pioneering colostrum science, VitaDairy is uniquely positioned to capture the rising demand for functional, premium nutrition as the market continues to evolve and premiumize," said Phan Ngoc My, Chief Marketing Officer, VitaDairy.

Vita Dairy's AI transformation: Unified data to empower seamless journeys

VitaDairy is embarking on an ambitious AI transformation to elevate every aspect of customer engagement. By unifying data across multiple sources, the company is building a holistic view of its customers, laying a strong foundation for smarter and more strategic decision-making. Automating business intelligence will enable real-time insights, empowering teams to act with speed and precision. At the same time, integrating online and offline touchpoints will create a seamless customer journey, while AI agents will enhance service and sales with timely interactions and support. Complementing these initiatives, VitaDairy's Nutrition Advisor is set to evolve into a trusted digital companion, offering personalized guidance and enriching the way consumers access nutritional knowledge.

Appier is supporting VitaDairy's transformation with a full-funnel Agentic AI marketing ecosystem that unifies touchpoints and empowers personalization at scale. Together, Agentic AI solutions empower VitaDairy to close the data loop and accelerate growth in Vietnam's premium dairy market.

This partnership marks more than a technology adoption—it signals a shared vision to redefine how AI can shape the future of customer experience in Vietnam's dairy industry. By combining VitaDairy's pioneering nutritional expertise with Appier's AI-native innovations, both companies are poised to deliver not only business growth but also greater value to consumers, setting a new benchmark for intelligent, health-driven engagement in the region.