

CNP Global revives K-Kids Red Ginseng category in Vietnam

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Korea's CNP Global is strengthening its presence in Vietnam's fast-growing children's health beverage market with a renewed product launch strategy and an expanded portfolio of red ginseng-based functional drinks.

A specialised development and outsourced manufacturing company, CNP Global develops beverages for children for both domestic and international markets and has built a strong export footprint by adhering to Korea's rigorous quality control standards. Backed by years of experience in the children's health beverage segment, the company is now accelerating its Southeast Asia expansion with Vietnam positioned as a key growth market.

At the centre of this renewed push is Seoul Milk's Red Ginseng Chu Chu, a flagship product developed by CNP Global that continues to rank among the top offerings in Vietnam's red ginseng beverage category. Available in Apple & Pear and Blueberry & Grape flavours, the drink combines Korean-grown red ginseng with fruit extracts and zinc to support children's growth and immunity while maintaining a taste profile designed for young consumers. Supported by Seoul Milk's strong brand equity as Korea's leading dairy company, the product has built high brand loyalty over more than six years of steady sales.

After a temporary slowdown caused by stricter customs procedures in mid-2025, sales of Red Ginseng Chu Chu are now rebounding quickly following the resumption of customs clearance, signalling renewed momentum in the category.

In parallel, Samsung Pharm is preparing a fresh market push with its children's health beverages – Super Kids Red Ginseng Ssig Drink and Deer Antler & Pear & Balloon Flower Root. Launched in late 2024, both products are formulated to support everyday wellness and healthy growth, and have already received positive consumer feedback for their functional ingredient blends. With distribution challenges now easing, the brand aims to strengthen product visibility and rebuild early-stage credibility in the Vietnamese market.

Looking ahead to 2026, CNP Global plans to introduce a broader range of co-developed health beverages and an inner beauty product line through partnerships with Seoul Milk and Samsung Pharm. The company expects these launches to further revitalise Vietnam's K-Kids red ginseng beverage category and reinforce its leadership in children's functional nutrition across Southeast Asia.