

Dietary Supplements in Malaysia

<https://marketpublishers.com/r/DF26F1455CFEN.html>

Date: October 2023

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: DF26F1455CFEN

Abstracts

With COVID-19 still a relatively recent memory, Malaysians continued to place a strong emphasis on preventative health measures, including the intake of dietary supplements. Consumers saw these products as an effective way of boosting their immune systems, to prevent colds and flu, for example. As such, immunity was a key positioning found among many dietary supplements in 2023, with tiger milk mushroom, in particular, benefitting from a high degree of consumer interest, especially when partnere...

Euromonitor International's Dietary Supplements in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Dietary Supplements market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Dietary Supplements in Malaysia
Euromonitor International
October 2023

LIST OF CONTENTS AND TABLES

DIETARY SUPPLEMENTS IN MALAYSIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Immunity remains a key focus in dietary supplements, while eye health and probiotic formulations benefit from return to busier lifestyles

Focus on supplements with a beauty positioning

Evolving product format discovered in dietary supplement results in blurring between food and beverage with health supplements

PROSPECTS AND OPPORTUNITIES

Holistic health approach will be key manufacturer focus

New, advanced ingredients and more convenient formats will drive growth

Online sales and marketing set to expand as competition grows

CATEGORY DATA

Table 1 Sales of Dietary Supplements by Category: Value 2018-2023

Table 2 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 3 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 4 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 5 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 6 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 7 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN MALAYSIA

EXECUTIVE SUMMARY

Consumer health in 2023: the big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What's next for consumer health?

MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2018-2023

Table 11 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format: % Value 2018-2023

Table 16 Distribution of Consumer Health by Format and Category: % Value 2023

Table 17 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Dietary Supplements in Malaysia

Product link: <https://marketpublishers.com/r/DF26F1455CFEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/DF26F1455CFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970