

Health and Wellness in Malaysia

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Abstracts

Health and wellness was already an important topic in Malaysia, as in most countries, prior to the COVID-19 crisis and it rose to prominence in 2020 and 2021 as the pandemic began to take its toll. Nonetheless, while consumers have increased their focus on health and wellness the pandemic has also had a huge impact on the local economy with many businesses struggling and jobs and wages coming under threat. With Malaysia forced to continue using lockdown measures in 2021 this limited the economic...

Euromonitor International's Health and Wellness in Malaysia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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.

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Nestlé launches new Lively brand of reduced sugar RTD tea

Players look to keep prices down as sales are hit by economic pressures

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