

Malaysia Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, Other), By Form (Tablets, Capsules, Powder, Liquids, Soft Gels/Gel Cap), By Distribution Channel (Pharmacies & Drug Stores, Supermarkets & Hypermarkets, Online, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others), By End User (Infants, Children, Adults, Pregnant Females, Geriatric), By Region, Competition, Forecast & Opportunities, 2018-2028F

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Abstracts

Malaysia dietary supplements market is anticipated to grow at a significant rate during the projected period of 2028. Dietary supplements are gaining increasing popularity in Malaysia as people become more health-conscious and seek ways to support their well-being. With a growing awareness of the importance of a healthy lifestyle, including proper nutrition, exercise, and overall wellness, the demand for dietary supplements has been steadily rising in Malaysia. There has been a comparable rise in consumer awareness of well-being along with the increased demand for dietary supplements. The increasing development of chronic diseases and consumer awareness of the value of leading a healthy lifestyle have been the two main factors propelling the market for dietary supplements. Many health-conscious consumers are looking for all-natural, risk-free, and efficient ways to stay healthy and ward against ailments. Also, the aging

population has boosted the market's expansion, especially in developed nations where they are more likely to experience chronic illnesses and have a greater need for supplements.

In addition, the use of dietary supplements, in the fitness, bodybuilding and specialized sports sectors, is on the rise. To help people reach their fitness and performance targets, they are becoming more and more dependent on these supplements. In addition, people are taking more care of their health and fitness so they can incorporate a food supplement such as protein powders, vitamins, or herbs into their diet. As per the National Library of Medicine, in 2019, there was a prevalence of 54.1% of vitamin or mineral supplements and 40.2% of the food intake in adolescents. In the case of younger adolescents and boys, their use was significantly higher. Vitamin C and bee products were the most common vitamin and mineral supplements and food supplements consumed. The growing availability of supplements and variety of products are also a factor contributing to the increased use of dietary supplements. More companies are entering the market and offering a broad range of products adapted to each individual need or preference, in response to the growing demand for supplements. In particular, supplements in terms of weight loss, overall health and bones and joints are now available. The increasing prevalence of lifestyle diseases such as obesity, diabetes, and heart disease has also contributed to the growth of the dietary supplements market in Malaysia. Many people are turning to supplements to manage these conditions and prevent complications. Furthermore, the demand for food supplements is being driven by an aging population. As people get older, their body is less efficient at absorbing nutrients from food and that makes it more difficult for them to obtain the daily requirement of vitamins. This has given rise to an increase in the demand for supplements, which may help remedy dietary deficiencies. According to the National Library of Medicine, it is estimated that there are 1.4 million Malaysians of age 60 years or above, and grow to 3.3 million in 2020. This proportion is expected to reach 9.7% of the population by 2020. The population of Malaysia is expected to reach 33.3 million by 2020 at an 80% growth rate from 18.4 million in 1990. Traditional retail channels such as pharmacies and health food stores remain popular, but there has been a significant increase in online sales of dietary supplements. E-commerce platforms and online marketplaces offer consumers greater convenience and accessibility, allowing them to research and purchase dietary supplements from the comfort of their own homes. As per the International Trade Administration (ITA), the number of active internet users in Malaysia rose from 27.4 million to 80% by 2021 and mobile phone penetration was high at 84.2%. In Malaysia, there were 28 million active users on social media and 39.9 million cellular connections in January 2021.

Growing Focus on Healthcare will Spike the Demand for Dietary Supplements

In recent years, there has been a noticeable shift toward prioritizing health and wellness among Malaysians. With an increasing awareness of the importance of maintaining good health, many individuals are turning to dietary supplements as a means to support their overall well-being. This growing focus on healthcare in Malaysia is expected to significantly spike the demand for dietary supplements in the country. Growing innovation from both major and small market participants is accelerating the market's expansion on a global scale. The new goods were created to satisfy the rising demand for weight-management aids made from plants rather than animals. Additionally, Malaysia has an aging population, with a growing number of elderly individuals who require specialized care and attention. As people age, their nutritional needs may change, and dietary supplements can play a crucial role in meeting those needs. Furthermore, changing lifestyles, such as busy work schedules and increased stress levels, have resulted in irregular eating habits and nutrient deficiencies, which have contributed to the rising demand for dietary supplements as a convenient way to bridge these nutritional gaps, thereby augmenting the growth of the Malaysia dietary supplements market. According to Asia-Pacific Journal of Public Health, the most consumed vitamin/mineral supplements in Malaysia was vitamin C (72.4%), followed to a much lesser extent by multivitamin (11.3%) and iron (7.0%); bee products were the most commonly consumed food supplement (25.9%), followed by fish oil (23.2%) and spirulina (16.2%).

Increasing Advancement in the Healthcare Sector

Malaysia is investing in the development of its healthcare system. The medical industry has been using automation tools such as robots and artificial intelligence to improve the patient's care and simplify a series of operations. Also, the country was significantly improved by developing public health initiatives, applying new medical technologies, and making improvements in economics and education. This has resulted in a considerable improvement of the patterns of morbidity and mortality, as well as other indicators related to health status such as life expectancy at birth. Fragmented healthcare delivery and financing systems are the result of increased demands on various providers, including the voluntary and private (for-profit and non-profit) sectors, to close gaps in population and service coverage. There has been a surge in research and development activities in the Malaysia dietary supplements market. It is possible that the scope of availability of dietary supplements over the counter such as pharmacies may have led to an increased prevalence of dietary supplements, since no regulation exists on the sales of these medicinal products in Malaysia. Commercial

advertising may also influence the use of dietary supplements.

Market Segmentation

The Malaysia dietary supplements market is segmented into product type, form, distribution channel, application, end user, and company. Based on product type, the Malaysia dietary supplement market is divided into vitamins, combination dietary supplement, herbal supplement, fish oil & omega fatty acid, protein, and other. Based on form, the Malaysia dietary supplement market is categorized into tablets, capsules, powder, liquids, and soft gels. Based on distribution channel, the Malaysia dietary supplement market is categorized into pharmacies & drug stores, supermarkets & hypermarkets, online, and others. Based on application, the Malaysia dietary supplement market is categorized into energy & weight management, general health, bone & joint health, immunity, and others. Based on end user, the Malaysia dietary supplement market is categorized into infants, children, adults, pregnant females, and geriatric. Based on region, the Malaysia dietary supplement market is segmented into East Malaysia and West Malaysia.

Company Profiles

CCM Pharmaceuticals (S) Pte Ltd, Amway nutriline, Champs, Nature's Way, Flavettes, Blackmores, 21st Century, Hovid Berhad, Suntory, and W.H. Pharmaceutical. are some of the key players of the Malaysia dietary supplements market.

Report Scope:

In this report, the Malaysia dietary supplements market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Malaysia Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Others

Malaysia Dietary Supplements Market, By Form:

Tablets

Capsules

Powder

Liquids

Soft Gels

Malaysia Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

Malaysia Dietary Supplements Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

Malaysia Dietary Supplements Market, By End User:

Infants

Children

Adults

Pregnant Females

Geriatric

Malaysia Dietary Supplements Market, By Region:

East Malaysia

West Malaysia

Competitive landscape

Company Profiles: Detailed analysis of the major companies in the Malaysia dietary supplements market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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