

Sports Nutrition in Malaysia

October 2023

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Sports Nutrition in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued healthy growth as a result of resumption of sport and fitness activities Manufacturers seek to differentiate their portfolios through new ingredients Convenient consumption formats cater to busy on-the-go lifestyles

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, thanks to continued manufacturer innovation Sports nutrition could face rising competition from other high-protein foods Distribution likely to see a further shift online

CATEGORY DATA

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Consumer Health in Malaysia - Industry Overview

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DISCLAIMER

DEFINITIONS

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