

# Weight Management and Wellbeing in Malaysia

October 2023

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Weight management and wellbeing sees healthy growth as Malaysians seeks convenient solutions to their nutritional needs

Slimming teas face competition from other weight-loss drinks, with more interesting and diversified flavours

International direct sellers adopt localised marketing campaigns to boost consumption

### PROSPECTS AND OPPORTUNITIES

Growing levels of health-consciousness will spark aggressive new launches by retailers

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Growing competition from sports nutrition products, which are increasingly marketed with weight management benefits

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