

Dietary Supplements in Malaysia

October 2023

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Dietary Supplements in Malaysia - Category analysis

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

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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

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DISCLAIMER

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