Euromonitor International

Consumer Health in Malaysia

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Economic resilience and preventive consumption sustains growth
Sports nutrition accelerates with double-digit value growth
Convergence of health and beauty broadens demand
Chart 1 Value Sales 2021-2031
Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

E-commerce and digital trust expected to reshape wellness routines
Dietary supplements and sports nutrition to drive sustained value gains
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Landscape fragmentation persists as no rivals close the gap
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Health and beauty specialists maintain consumer trust with advice and product range
Retail e-commerce accelerates as shoppers seek choice and convenience
Chart 1 Retail Channels 2021-2026

PRODUCTS

Shopee transforms health routines through digital discovery and engagement
Blackmores and vitamin C capture gains from daily wellness focus

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-malaysia/report.