Euromonitor International

Herbal/Traditional Products in Malaysia

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Proactive health management and e-commerce expansion drive growth
Tonics expand supported by beauty-from-within positioning, attracting new users
Preventive health and format modernisation drive Malaysia’s herbal products

WHAT'S NEXT?

Younger adults to drive demand for convenient, beauty-linked formats
Tonics to lead growth as single ingredient supplements maintain scale
E-commerce and holistic branding to reshape competitive landscape

COMPETITIVE LANDSCAPE

Brand’s Suntory (M) Sdn Bhd defends leadership as share erosion widens gap

CHANNELS

Shopee and e-commerce reshape access to wellness remedies

PRODUCTS

E-commerce platforms expand reach of herbal wellness solutions
Beauty and wellness claims broaden appeal of herbal teas

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

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