

## **Dietary Supplements in Malaysia**

Market Direction | 2022-10-05 | 26 pages | Euromonitor

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### **Report description:**

With COVID-19 still affecting society in 2022, albeit to a much lower degree, consumers are continuing to place a strong focus on preventative health measures, including the intake of dietary supplements. Consumers see these products as a good way to boost their immune system to prevent cold and flu, for example. As such, the immune system is a key positioning found among many dietary supplements, with ingredients like black elderberry extract and echinacea being a key feature.

Euromonitor International's Dietary Supplements in Malaysia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Combination Dietary Supplements, Herbal/Traditional Dietary Supplements, Non-Herbal/Traditional Dietary Supplements.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Dietary Supplements market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

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