

Vitamins in Malaysia

Market Direction | 2023-10-19 | 26 pages | Euromonitor

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Report description:

Demand for vitamins continued to grow at a rapid pace in 2023 as Malaysians increasingly focused on preventative health measures. Indeed, despite the transition of COVID-19 into an endemic virus, consumers continued to seek out products that claimed to strengthen their immune systems. This was reflected in the strong performance of products containing vitamin C, in particular, with brands such as Redoxon and Cebion, among others, continuing to offer a wide range of formats, including pills, liqui...

Euromonitor International's Vitamins 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

Why buy this report?

- * Get a detailed picture of the Vitamins 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
October 2023

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VITAMINS IN MALAYSIA

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Single vitamins continue to grow in popularity, with immunity-boosting products seeing high demand

Multivitamins strengthen their appeal

Slower-release immunity-strengthening products remain popular, as preventative health trend persists

PROSPECTS AND OPPORTUNITIES

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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