

Dietary Supplements in Malaysia

Market Direction | 2023-10-19 | 28 pages | Euromonitor

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Report description:

With COVID-19 still a relatively recent memory, Malaysians continued to place a strong emphasis on preventative health measures, including the intake of dietary supplements. Consumers saw these products as an effective way of boosting their immune systems, to prevent colds and flu, for example. As such, immunity was a key positioning found among many dietary supplements in 2023, with tiger milk mushroom, in particular, benefitting from a high degree of consumer interest, especially when partnere...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

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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Evolving product format discovered in dietary supplement results in blurring between food and beverage with health supplements

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