

## **Herbal/Traditional Products in Malaysia**

Market Direction | 2024-09-23 | 26 pages | Euromonitor

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### **Report description:**

Herbal/traditional products have a long-standing tradition within consumer health in Malaysia. Such products are often sold in kiosks, as well as herbal/traditional healthcare stores, and as such, are easy to obtain. For example, Tongkat Ali, one of the most popular herbal remedies due its purported benefits for male sexual health, is sold widely through these outlets.

Euromonitor International's Herbal/Traditional Products 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products 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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HERBAL/TRADITIONAL PRODUCTS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for herbal/traditional products continues to grow, with dietary supplements leading the way  
Beauty and health-focused positionings propel growth in herbal/traditional tonics, while herbal/traditional cough/cold remedies also have a growing presence  
E-commerce continues to gain traction

PROSPECTS AND OPPORTUNITIES

Locally-produced herbal/traditional ingredients will be actively utilised by manufacturers  
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