

Vitamins in Malaysia

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

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Report description:

The market for vitamins in Malaysia is expected to register a more modest rate of growth in current value terms in 2024, in contrast to the surge in demand witnessed during the first half of the review period. This slowdown is primarily driven by the normalisation of the immunity-boosting trend that gained momentum during the COVID-19 pandemic. As the virus transitions into its endemic phase, consumer demand for products like vitamin C has begun to stabilise, as individuals switch their focus to...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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VITAMINS IN MALAYSIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Normalisation of immunity trend as pandemic enters an endemic phase where
Nerve-health positioning of vitamin B represents strong growth opportunity, in conjunction with ageing population
Surging popularity of multivitamins as consumers engage in active lifestyles post-pandemic

PROSPECTS AND OPPORTUNITIES

Multivitamins will target the needs of specific consumer groups in order to become more competitive
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