

## 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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## List Of Contents And Tables

### 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

More convenient, on-the-go formats will grow in popularity

Private labels anticipated to gain traction as a result of high cost of living

#### CATEGORY DATA

Table 1 Sales of Vitamins by Category: Value 2019-2024

Table 2 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 3 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 4 NBO Company Shares of Vitamins: % Value 2020-2024

Table 5 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 6 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 7 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

### CONSUMER HEALTH IN MALAYSIA

#### EXECUTIVE SUMMARY

Consumer health in 2024: the big picture

2024 key trends

Competitive landscape

Retailing developments

What's next for consumer health?

#### MARKET INDICATORS

Table 8 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 9 Life Expectancy at Birth 2019-2024

#### MARKET DATA

Table 10 Sales of Consumer Health by Category: Value 2019-2024

Table 11 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 12 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 13 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 14 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format: % Value 2019-2024

Table 16 Distribution of Consumer Health by Format and Category: % Value 2024

Table 17 Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 18 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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