

Weight Management and Wellbeing in Malaysia

Market Direction | 2024-09-23 | 25 pages | Euromonitor

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Report description:

The Malaysian market for weight management and wellbeing expected to see a relatively static performance in current value terms in 2024. This is mainly due to the rising cost of living, which makes it increasingly difficult for consumers to allocate discretionary income towards weight loss supplements or meal replacement programmes, which often come with high upfront costs. As a result, many Malaysians are prioritising essential expenses over non-essential health products, leading to slower dema...

Euromonitor International's Weight Management and Wellbeing 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: Meal Replacement, OTC Obesity, Slimming Teas, Supplement Nutrition Drinks, Weight Loss 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 Weight Management and Wellbeing 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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tel. 0048 603 394 346 e-mail: support@scotts-international.com

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International direct sellers adopt localised marketing campaigns to boost consumption

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Weight management and wellbeing leaders target consumers with personalised transformation packages

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