

Consumer Health in Malaysia

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Report description:

The consumer health market in Malaysia is projected to maintain steady growth in current value terms in 2024, albeit at a slower pace compared to the initial years of the review period. While core inflation is anticipated to trend lower than in 2023, the elevated cost of living continues to drive many consumers towards more discerning purchasing habits, with a growing focus on value-for-money options. In response to these shifting consumer behaviours, both international and domestic players have...

Euromonitor International's Consumer Health 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: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- * Get a detailed picture of the Consumer Health 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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Growing preference for stronger doses in systemic analgesics

Growing presence of herbal/traditional topical analgesics

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Analgesics expected to continue on steady growth trajectory, boosted by rising availability of cheaper, generic alternatives

Topical analgesics will continue to benefit from innovative new product launches

Further diversification expected in terms of distribution channels

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Local manufacturers will become more competitive with enhanced product portfolios

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Local manufacturers expand into eye care to tap into growing demand

PROSPECTS AND OPPORTUNITIES

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On-the-go sports nutrition formats will see stronger demand

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