

## **Consumer Health in Malaysia**

Market Direction | 2024-09-23 | 109 pages | Euromonitor

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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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Topical analgesics will continue to benefit from innovative new product launches

Further diversification expected in terms of distribution channels

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Topical germicidals/antiseptics benefit from high number of new product launches

#### PROSPECTS AND OPPORTUNITIES

Local manufacturers will become more competitive with enhanced product portfolios

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New product launches featuring distinctive benefits drive growth in eye care

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Local manufacturers expand into eye care to tap into growing demand

#### PROSPECTS AND OPPORTUNITIES

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Healthy growth expected, led by sports protein powder, as manufacturers focus on more specialised products

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

Distribution likely to see a further shift online

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