

Vitamins in Malaysia

October 2023

Table of Contents

Vitamins in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Single vitamins continue to grow in popularity, with immunity-boosting products seeing high demand
Multivitamins strengthen their appeal
Slower-release immunity-strengthening products remain popular, as preventative health trend persists

PROSPECTS AND OPPORTUNITIES

Multivitamins will target the needs of specific consumer groups in order to become more competitive
New and innovative formats expected to inform new product launches
Private labels anticipated to gain traction as a result of high cost of living

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2018-2023
Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023
Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023
Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023
Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023
Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028
Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

Consumer Health in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: the big picture
2023 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 2018-2023
Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2018-2023
Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 17 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/vitamins-in-malaysia/report.