



2025

**WEIGHT
MANAGEMENT**

Market Trends:

Shaping the Future of Nutraceuticals



Weight Management in Malaysia – Category Analysis

- Across 6 years (2019-2024), there is a growth of ;

57.4%

of Supplement Nutrition Drinks

43.8%

of Slimming Teas



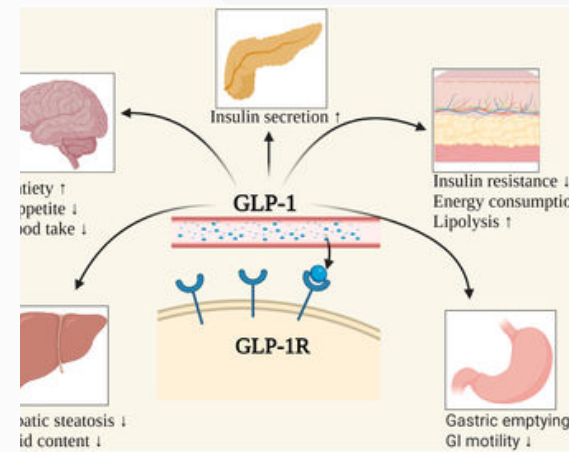
Key Data Findings

- 1 Retail sales rose 1% in 2024, reaching MYR1.4 billion.
- 2 Supplement nutrition drinks grew 11%, totaling MYR77 million.
- 3 Nu Skin (M) Sdn Bhd led the market with a 17% share.
- 4 Sales are expected to grow 3% annually, reaching MYR1.5 billion by the forecast period's end.





Key factors that contribute to Weight Management supplement in Malaysia



- High living costs impact weight management demand, but **supplement nutrition drinks continue to see healthy growth**
- **Development of glp-1 products** could have implications for weight management and wellbeing
- International direct sellers **adopt localised marketing campaigns** to boost consumption - Nu Skin



✓ The Top 3 Consumer-Driven Trends Shaping the Industry:



✓ **Natural and Clean Label Products:**

- Consumers demand weight management solutions with natural, plant-based ingredients, free from artificial additives, and backed by transparent sourcing and manufacturing processes.



✓ **Personalized Nutrition:**

- Tailored approaches, such as DNA-based recommendations and adaptive diet plans, are reshaping the market as people seek solutions uniquely aligned with their body type and goals.



✓ **Convenience and Multifunctionality:**

- Busy lifestyles drive the need for ready-to-use products like shakes, powders, or capsules, often combined with added benefits like energy boosts or stress relief.



✓ Insights into Must-Have Ingredients:

sinetrol®

Sinetrol® : Citrus polyphenols for long-term fat loss

- Proven mechanism of action: lipolysis enhancer providing adipose beiging benefits
- Increase in resting energy expenditure
- Rebalanced body composition: significant reduction of body fat mass without lean mass loss
- Significant results on body weight, waist and hip lines
- Reduce body fat mass by 27%

 **GARXLIM**
Garcinia Cambogia Extract

Garxlim™ : Garcinia Cambogia extract that sparking a weight management revolution!

- Blocks body's ability to make fat and it puts the brakes on appetite.
- Loss of excess weight could help keep blood sugar and cholesterol levels in check
- Abdominal fat reduction

✓ Insights into Must-Have Ingredients:



OleaVita™ : Next-Gen Olive Leaf Extract for Diet and Anti-Aging

- Supports mitochondrial health for effective weight management with high oleanoic acid and oleuropein levels.
- Promotes fat burning & significant effect of loss weight
- Improvement of impaired glucose tolerance
- Human clinical studies have shown significant weight management effects within just 8 weeks of consuming OleaVita™, without the need for exercise or diet restrictions.

SlimBiome® : An award-winning, hunger-free weight management system

- Significantly reduced weight, body fat, waist and hip circumference
- Significantly reduced systolic blood pressure
- Had a positive impact on gut microbiome composition
- Consumer studies show an average weight loss of 2-3lbs per week and reduced calorie intake of >20% with lower levels of cravings.



✓ Practical Tips to Align Your Innovations with Market Demand:



Health Supplement Solution Hub

Your end-to-end reliable and innovative partner to deliver science-backed nutrition and health products with high quality customized solutions.

Branded Ingredients

We offer a broad portfolio of branded ingredients for health supplements, functional foods, and beverages across various categories.

Marketing Support

We study consumers, engage with industry leaders, and take a global perspective to forge emotional connections between your brand and its audience.

Regulatory Support

We provide guidance and liaise with authorities to ensure our products meet regulatory requirements.

Private Label

Provides a one-stop solution for all your ODM /OEM/ Private labeling needs. We design and manufacture your product, for your brand.

Custom Formulation

We simplify product development with customized formulations for health supplements, functional foods, and beverages, helping your products stand out.



Thankyou

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