



2025

**SLEEP SOLUTIONS FOR A
RESTFUL TOMORROW**

Market Trends:

Shaping the Future of Nutraceuticals



Sleep Aids in Malaysia – Category Analysis



- **Asia Pacific** held a market share of around **23%** of the global revenue with a market size of USD **1805.78 million in 2024**
- Forecast to grow at a compound annual growth rate (**CAGR**) of **8.0% from 2024 to 2031**.
- **Melatonin held the highest Sleep Aid Supplements market revenue share in 2024**.

Key Drivers of Growth

(Cognitive Market Research, 2024)



- Expanding market driven by **rising sleep disorders** and **lifestyle changes**.



- Diverse formats: **pills, gummies, liquids, and patches**.



- Preference for natural solutions like **chamomile** and **melatonin**.



- **Aging population** drives demand.



Key Data Findings

- 1 • Strict regulations limit retail availability of sleep aids in Malaysia.
- 2 • Herbal options like 21st Century Herbal Sleep and VitaHealth EziSleep have low usage.
- 3 • Consumers prefer natural remedies like lavender or chamomile tea.
- 4 • The sleep aids market remains negligible, with skepticism toward non-prescribed products.



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



✓ Personalized Solutions

- Consumers seek sleep supplements tailored to their unique needs, addressing quality, stress, or anxiety.



✓ Natural Ingredients

- Demand for plant-based, sustainable sleep aids like adaptogens, valerian root and chamomile is on the rise.



✓ Multi-Benefit Formulas

- Consumers prefer sleep supplements that also support mood, immunity, and stress relief.



✓ Insights into Must-Have Ingredients:

Affron®

Restake®

ADAPTOGENIC BLEND

Affron® : Most clinically backed saffron ingredients worldwide

- Premium-grade saffron standardized to **3.5% Lepticrosalides™**.
- Enhances mood & sleep for occasional stress and uneasiness.
- **High stability & fast absorption within 1 hour.**
- Affron® single night shot **improves sleep quality in 4 weeks !**
- Patented **Aff®On Cool-Tech** preserves actives naturally.

Restake® : A proprietary blend of 5 types of adaptogenic mushrooms

- Standardized against **30% beta glucan** & total polysaccharides
- Holistic formulation with **NutriSeal™ technology** for **better solubility** and **stability**
- Scientifically proven for calming and stress relief effect
- Significantly **improved anxiety, depression and stress level in 6 weeks !**

✓ Insights into Must-Have Ingredients:

Resilient Minerals™
magnesium
bisglycinate

Magnesium bisglycinate® : The most highly absorbable and bioavailable form of magnesium

- Fully Chelated & Stable – Absorbed efficiently without dissociation in acidity.
- 4x Higher Bioavailability – Superior uptake compared to non-fully reacted minerals.
- Long-Lasting Potency – Retains over 90% mineral content.
- Vital for Health – Supports energy, bones, muscles, sleep, and gut function.
- Essential for Cells – Aids calcium/potassium transport, nerve signals, and heart rhythm.

**VENETRON®**

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

- Patented extract of purified, powdered Apocynum venetum L.
- Standardized with 2% hyperoside and no less than 2% isoquercitrin
- Supports sleep by preventing serotonin degradation and boosting melatonin
- Clinically proven in a 2018 study to improve sleep quality and reduce stress with 50 mg daily
- Enhances deep non-REM sleep for better relaxation and stress relief



✓ 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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