

Market Trend 101:
Beyond the Gym:
Game-Changing Consumer
Trends in Sports Nutrition



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2025

FUELING PERFORMANCE, SPORTS NUTRITION

Market Trends:

Shaping the Future of Nutraceuticals

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Sports Nutrition in Malaysia – Category Analysis



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

84.3% of Sports **Protein Powder**

81.5% of Sports Protein Products

78.5% of Sports Nutrition

Key factors that contribute to sports nutrition in malaysia



- Sports protein powder continues as key driver of growth, with **clear whey protein** emerging as popular option
- **Plant-based** sports nutrition continues to gain traction
- **Convenient** consumption formats cater to busy **on-the-go** lifestyles



Key Data Findings

- 1 Retail sales grew 17% in 2024, reaching MYR49 million.
- 2 Sports protein products led growth, rising 18% to MYR46 million.
- 3 Herbalife Products (M) Sdn Bhd dominated with a 26% market share.
- 4 Sales are projected to grow 12% annually, reaching MYR86 million by the forecast period's end.



Sports Nutrition in Malaysia – Category Analysis

Future Focus



- 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 - 1 in 4 sports nutrition products are now bought online !**

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



✓ Clean & Transparent Labels

- Health-focused consumers want simple, no-filler formulas with clear claims like non-GMO, organic, and sugar-free.



✓ Personalized & Goal-Oriented Nutrition

- It's not one-size-fits-all anymore. Consumers want products tailored to their goals—muscle gain, endurance, fat loss, or recovery. Custom blends like pre-workout and sleep aids are in demand.



✓ Holistic Health Meets Performance

- Sports nutrition is expanding to support immunity, gut health, focus, and stress. Consumers seek adaptogens, probiotics, nootropics, and superfoods in everyday formats.

✓ Insights into Must-Have Ingredients:

 **FITNOX**[®]

Fitnox[®] : 336% Boost in Plant-Based Nitric Oxide (NO) for Superior Performance

- Three botanical extracts boost NO levels for better endurance and vasodilation, without added nitrates.
- Uses patent-pending PNS technology for improved absorption and results.
- Increases dopamine levels by 36% for better focus and drive.
- Improves performance efficiency by 18% vs. placebo.
- Reduces MDA by 47% and raises nitrate/nitrite levels within 1 hour (p<0.05).

 **trace**[®]
minerals

ConcenTrace[®]: Full-Spectrum Ionic Mineral Support for Bone and Joint

- Sourced from Utah's Great Salt Lake, rich in naturally occurring ionic trace minerals.
- Supports healthy bones, joints, teeth, and muscle function.
- Promotes hydration and helps restore electrolyte balance.
- Aids energy production, metabolism, and mood balance.
- Dissolves easily in powder form with a smooth texture.

✓ Insights into Must-Have Ingredients:

**SENACTIV**[®]

Senactiv[®]: First senolytic for endurance, recovery

- The first senolytic compound that supports endurance, recovery, and energy during high-intensity exercise.
- Promotes senescent cell clearance and new muscle cell generation.
- Increases citrate synthase activity by 47%.
- Enhances exercise endurance and muscle energy.
- Accelerates post-exercise recovery and stimulates muscle renewal.

**CarnoSyn**[®]

CarnoSyn[®]: The scientifically-proven, globally patented beta-alanine

- The only beta-alanine with New Dietary Ingredient (NDI) status.
- Backed by 55+ clinical studies, CarnoSyn[®] is the only patented beta-alanine available.
- Boosts muscle carnosine for longer endurance and better performance.
- Enhances buffering capacity and helps reduce exercise-induced acidosis.
- A 28-day study showed a 14.5% increase in physical work capacity.
- Muscle carnosine rose 58.8% in 4 weeks and up to 80% with continued use.

✓ 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.

Health Supplement Solution Hub



Thankyou

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