



# 2026 Consumer Health Market Trend

Turning wellness trends into lasting health through smart, informed choices.



# Forecast Sales of Consumer Health by Category : Value 2025 - 2030

Category	2025	2026	2030	
<b>Consumer Health</b>	8,727.7	8,956.2	9,740.9	↑ 11.6%
<b>OTC</b>	1,468.0	1,530.6	1,759.6	↑ 19.9%
<b>Sports Nutrition</b>	55.8	62.4	85.9	↑ 53.9%
<b>Vitamins and Dietary Supplements</b>	5,842.4	5,994.7	6,498.7	↑ 11.2%
<b>Weight management and wellbeing</b>	1,361.5	1,368.4	1,396.6	↑ 2.6%
<b>Herbal/ Traditional products</b>	2,905.0	2,983.4	3,241.1	↑ 11.6%
<b>Allergy care</b>	22.6	23.1	24.4	↑ 7.9%
<b>Pediatric Consumer Health</b>	228.9	242.9	300.3	↑ 31.2%

# Cough, Cold and Allergy (Hay Fever) Remedies in Malaysia

## KEY DATA FINDINGS

- Retail value sales are projected to grow **6% in 2025**, reaching MYR506 million.
- Paediatric cough, cold, and allergy remedies lead growth, up 7% to MYR8 million.
- Retail sales are expected to rise at a 6% CAGR (3% constant value CAGR) to MYR661 million over the forecast period.



# Cough, Cold and Allergy (Hay Fever) Remedies

## PROSPECTS and OPPORTUNITIES

1

01. Nasal sprays poised for growth as herbal alternatives rise.

- Cough, cold, and allergy remedies especially **nasal sprays** and **trusted herbal brands**—will continue growing as **air quality concerns rise**.
- Malaysia's strong preference for **natural remedies** will boost local herbal players: Hurix's, GoodMedic, and Duoleaf as they expand new product launches.

2

02. Expansion of non-oral remedies and investment in variants

- **Non-oral, kid-friendly formats** like **patches** and **effervescent**s are gaining traction for cold & flu care.
- **Advanced herbal/nutra remedies** are rising, strengthened by Japanese OTC imports.

3

03. Efficacy remains key differentiator

- Brands are **upgrading formulas with stronger herbal actives** to meet demand for **faster relief**.
- Natural-ingredient demand is blurring cough/cold remedies with immune supplements, risking OTC cannibalisation.

# Cough, Cold and Allergy (Hay Fever) Remedies

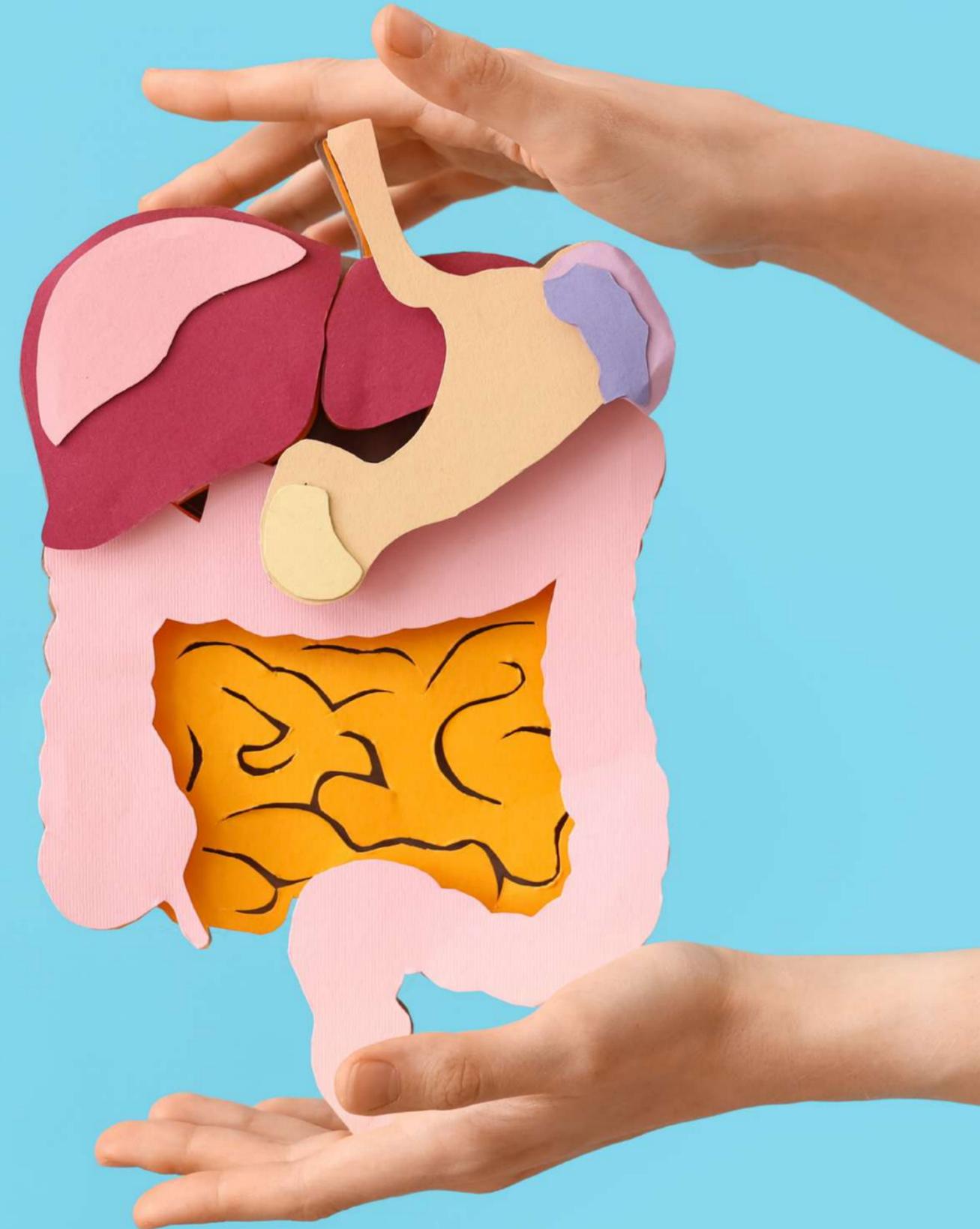
## Featured products :



# Digestive Remedies

## KEY DATA FINDINGS

- Retail value sales are projected to grow **7%** in 2025, reaching **MYR148 million**.
- Indigestion and heartburn remedies lead the category with **8% growth to MYR120 million**.
- Retail sales are expected to rise at a **6% CAGR** (4% constant value CAGR) to **MYR197 million** over the forecast period.



# Digestive Remedies

## PROSPECTS and OPPORTUNITIES

1

### 01. Cost pressures accelerate demand for local and generic brands

- Digestive remedies, especially **antacids**, will **keep growing** as local generics meet **cost-conscious demand**.
- Local brands gain share with **lower prices, trusted quality, and wide distribution**.

2

### 02. On-the-go formats boost convenience

- **Convenience** is driving demand for portable antacid formats like **tablets** and **stick packs, boosting quick-relief** options for **busy consumers**.
- **Convenience stores** and **petrol kiosks** are growing key channels as antacids in stick packs gain impulse purchases at checkout.

3

### 03. Herbal and traditional remedies expand through imports

- **Herbal digestive remedies** are expanding, with imports from **Indonesia** and **Thailand** gaining traction.
- Products like **SidoMuncul Tolak Angin** are winning Malaysian consumers seeking natural alternatives.

# Digestive Remedies

## Featured products :

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# Sports Nutrition

## KEY DATA FINDINGS

- Retail value sales grow by **15%** in current terms in 2025 to **MYR56 million**
- Sports protein products is the best performing category in 2025, with retail value sales rising by **16%** in current terms to **MYR53 million**
- Retail sales are set to grow at a current value **CAGR of 11%** (2025 constant value CAGR of 9%) over the forecast period to **MYR95 million**



# Sports Nutrition

## PROSPECTS and OPPORTUNITIES

# 1

### 01. Segmentation and lifestyle positioning will drive growth

- **Protein-driven growth** with lifestyle-focused personalisation.
- Rising awareness expands users, boosted by **workout trends** and **vegan options**.

# 2

### 02. Plant-based protein and on-the-go formats set to expand further

- **Plant-based** and **allergen-free proteins** are becoming mainstream, fueled by **vegan** demand and **youth-focused branding**.
- **On-the-go formats** like **energy gels** and **protein bars** are rising with **diverse flavour options**.

# 3

### 03. Supplement players entering sports nutrition, while distribution shifts further online

- More brands are entering **sports nutrition**, driving innovation and expanding users.
- **Omnichannel buying** grows as consumers **prefer online** and specialist stores for **better prices and variety**.

# Sports Nutrition

## Featured products :



# Weight Management & Wellbeing

## KEY DATA FINDINGS

- Retail value sales are projected to grow **0.3% in 2025**, reaching **MYR1.4 billion**.
- Supplement **nutrition drinks** lead the category with **8% growth to MYR83 million**.
- Retail sales are expected to rise at a **3% CAGR** (1% constant value CAGR) to **MYR1.5 billion** over the forecast period.



# Weight Management & Wellbeing

## PROSPECTS and OPPORTUNITIES

### 1

01. Supplement nutrition drinks to lead forecast growth

- Low-sugar nutrition drinks are driving steady growth in weight management.
- Slimming and supplement drinks will expand with more variants as retailers boost visibility.

### 2

02. GLP-1 Impact Stays Small; Direct Sellers Stay Strong

- GLP-1 drugs remain niche, keeping supplement and meal-replacement demand steady.
- Direct sellers will fuel growth with new flavours and personalised programmes.

### 3

03. Discounts and bundles will remain critical under cost pressures

- Higher living costs are driving demand for discounts, bundles, and value-focused weight solutions.
- Nestlé Health Science will boost the segment with specialised nutrition drinks and strong marketing.

# Weight Management & Wellbeing

## Featured products :

➤ **Csat+**<sup>™</sup>

➤ IGOB131



➤ **DNF-10**<sup>®</sup>

➤ **InnoSlim**<sup>®</sup>



➤ **fiit-ns**<sup>®</sup>

➤ KiOnutrime-CG<sup>®</sup>



➤ 

➤ 



➤ 

➤ **sinetrol**<sup>®</sup>



# Herbal / Traditional Products

## KEY DATA FINDINGS

- Retail value sales are projected to grow 4% in 2025, reaching MYR2.9 billion.
- Herbal/traditional dietary supplements lead the category with 5% growth to MYR1.5 billion.
- Retail sales are expected to rise at a 4% CAGR (2% constant value CAGR) to MYR3.6 billion over the forecast period.



# Herbal / Traditional Products

## PROSPECTS and OPPORTUNITIES

### 1

#### 01. Local ingredients offer competitive strength

- Herbal products will grow as brands leverage local ingredients like Tongkat Ali, Kacip Fatimah, and Tiger Milk Mushroom for differentiation.
- Immunity and vitality remain key drivers, keeping elderberry, tiger milk mushroom, and sexual-health botanicals in strong demand.

### 2

#### 02. Ongoing launches should sustain growth

- Herbal brands like Hurix's stay competitive with frequent innovations across cough, digestive, and everyday remedies.
- Sleep and mood supplements will rise, driven by adaptogens and calming botanicals like ashwagandha, rhodiola, lavender, and camomile.

### 3

#### 03. Cultural Roots Strong, Regulations Stronger

- Malaysia's cultural reliance on natural remedies sustains strong herbal demand, with brands like PurelyB leveraging traditional botanicals.
- NPRA's updated guidelines and aloe vera safety alerts will push stricter, science-backed claims in natural products.

# Herbal / Traditional Products

## Featured products :



# Pediatric Consumer Health

## KEY DATA FINDINGS

- Retail value sales are projected to grow 8% in 2025, reaching MYR229 million.
- Paediatric vitamins and dietary supplements lead the category with 9% growth to MYR185 million.
- Retail sales are expected to rise at an 8% CAGR (6% constant value CAGR) to MYR332 million over the forecast period.



# Pediatric Consumer Health

## PROSPECTS and OPPORTUNITIES

### 1

01. Supplements will continue as key growth driver

- Paediatric health will grow as brands like Redoxon Kids and Biotropics' Nu-Kids expand kids' vitamins and chewables.
- Immunity-focused ingredients—probiotics, elderberry, tiger milk mushroom, DHA, colostrum—will stay in demand, driven by launches from players like Opceden.

### 2

02. Gummies and new formats set to become more prevalent

- Gummies will dominate kids' supplements as brands like Nature's Way, Scott's, YouVit, Penta-vite, and Champs innovate with new flavours and formats.
- Cognitive-support products led by DHA—seen in Tiny Wonders, Scott's DHA Gummies, and Nature's Way Omega 3—will gain strong traction among parents.

### 3

03. Sustained relevance for cough/cold remedies amid pharmacy channel expansion

- Paediatric cough/cold remedies will stay strong as parents treat early at home, driven by innovations from local brands like Hurix's ChillAway.
- Pharmacies like Big, AA, Healthlane, Alpro, and Multicare will continue leading distribution, while direct sellers like Amway and USANA maintain only a small kids' segment.

# Vitamins in Malaysia

## KEY DATA FINDINGS

- Retail value sales are projected to grow 3% in 2025, reaching MYR1.0 billion.
- Single vitamins lead the category with 3% growth to MYR389 million.
- Retail sales are expected to rise at a 4% CAGR (1% constant value CAGR) to MYR1.2 billion over the forecast period.



# Vitamins in Malaysia

## PROSPECTS and OPPORTUNITIES

### 1

#### 01. Price sensitivity shapes consumer behaviour

- Vitamin sales will grow modestly as consumers trade down to discounts and private-label options.
- Demand is shifting toward condition-focused blends (e.g., K2+D3, cognitive, diabetic-support formulas).

### 2

#### 02. Effervescent and chewables lead innovation as on-the-go formats rise

- Effervescent, chewable, and gummy formats remain top vitamin innovations driven by youth-friendly appeal.
- On-the-go sachets and targeted vitamin blends are rising as consumers seek convenient, goal-specific solutions.

### 3

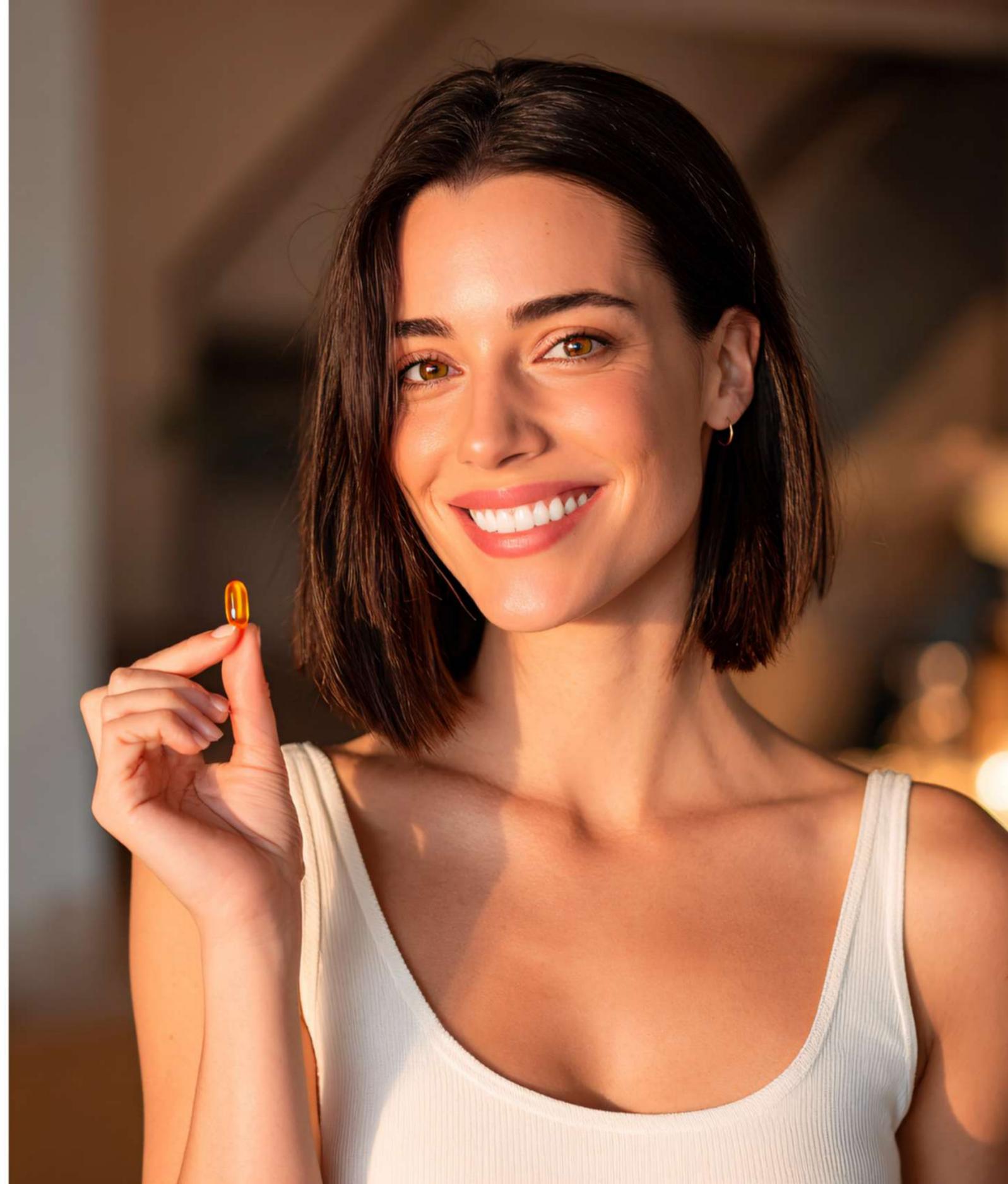
#### 03. Immunity & energy stay top priorities despite aggressive price cuts

- C, B-complex, and multivitamins for immunity and energy stay in high demand, driven by gummies and effervescents.
- Private labels and heavy discounting are increasing competition and pulling in budget-conscious buyers.

# Dietary Supplements in Malaysia

## KEY DATA FINDINGS

- Retail value sales are projected to grow 6% in 2025, reaching MYR3.5 billion.
- Combination dietary supplements lead the category with 8% growth to MYR895 million.
- Retail sales are expected to rise at a 5% CAGR (3% constant value CAGR) to MYR4.4 billion over the forecast period.



# Dietary Supplements in Malaysia

## PROSPECTS and OPPORTUNITIES

### 1

01. Sophisticated positioning will boost probiotics and minerals

- Probiotics and mineral supplements will drive growth as brands launch multi-benefit innovations for beauty, immunity, weight, and gut health.
- Stress-driven demand boosts cognitive, mood, and sleep supplements—while price-sensitive consumers continue buying during discounts.

### 2

02. Beauty and cellular health supplements gain appeal

- Beauty supplements are widening beyond collagen with combos like astaxanthin, white tomato, ALA, and glutathione.
- Collagen stays strong, driven by convenient new formats and multi-ingredient blends.

### 3

03. Ageing population to drive nmn and combination products

- Combination blends—like EPO with fish oil, multivitamins, or ginseng—will surge as ageing consumers seek broader wellness support.
- Cellular-health products, especially NMN formats, will grow fast as Malaysians focus on longevity and healthy ageing.



# Thank you !



Unit C-G-08 (Lobby 4), Block C,  
Damansara Intan - Business Park.  
No 1, Jalan SS20/27,  
47400 Petaling Jaya,  
Selangor, Malaysia.

T: +603-7728 1637

M:+6013 386 1665

F: +603-7722 5164

E: [info@nexuswise.com](mailto:info@nexuswise.com)

W: <https://nexuswise.com>

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