



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

# 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 **effervescents** 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

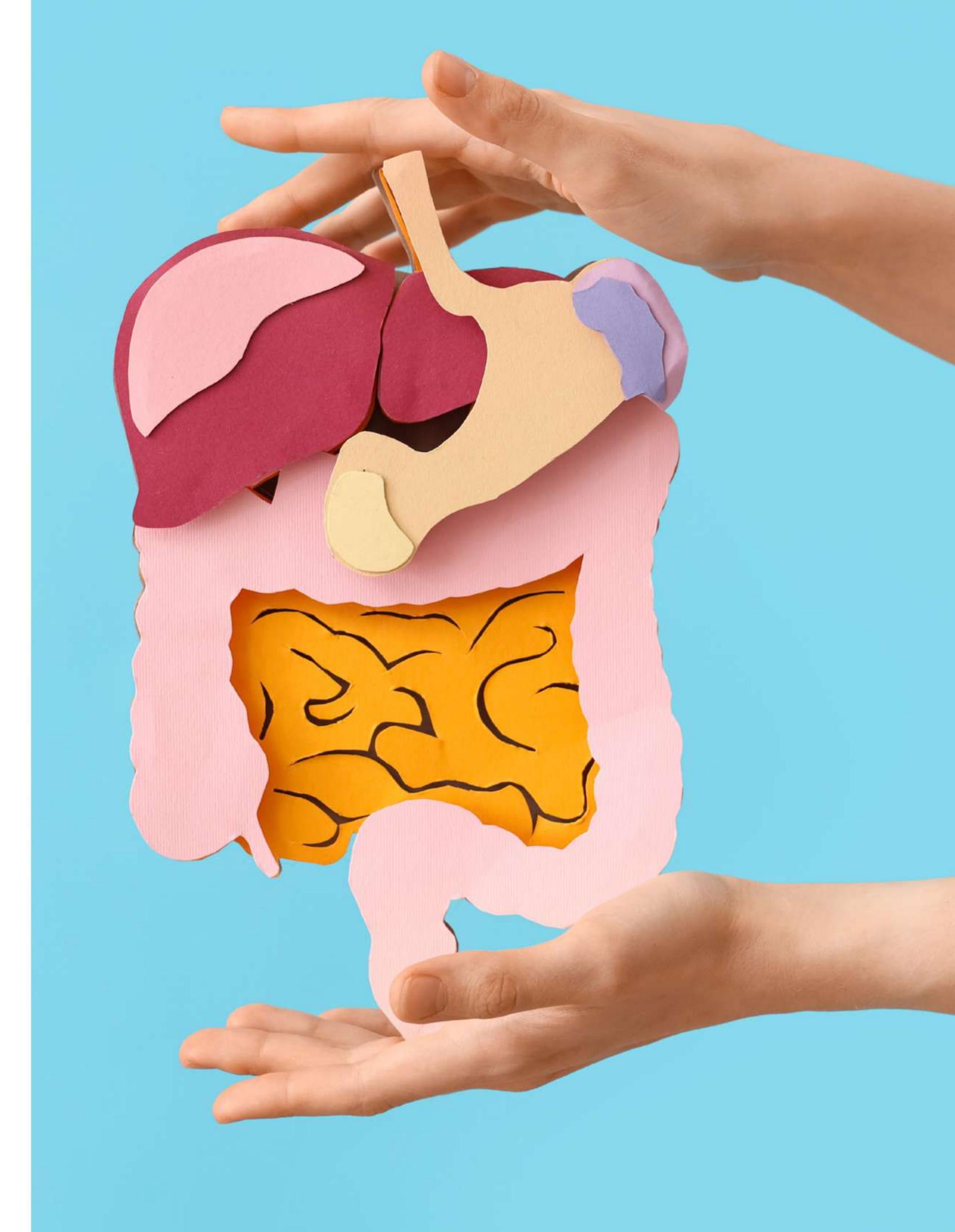
## Featured products :

- **BNAURAL**  
Propolis M.E.D. and Beekeeping Derivatives
- **MAITAPRO**  
Maitake Mushroom
- **promune**  
Best Probiotics to Boost Immune System
- **PELAFORCE™**  
pelargonium sidoides
- **BROSSICA™**  
Natural Broccoli Sprout Powder
- **oxxynea®**
- **SUPERFINOL**
- **SelenoExcell®**  
High Selenium Yeast 1200
- **ColostrumOne®**  
Nature's Superfood
- **Oxxyn 5-a-day**
- **Benicaros**  
the precision prebiotic
- **Immuno-LP20®**  
Contains 20% HK L-137
- **pureBG**  
YEAST BETA GLUCAN
- **AHCC®**  
AMINO UP™
- **LIPOSOMAL PUREWAY**  
Antioxidant Super Nutrient
- **PUREWAY**  
Antioxidant Super Nutrient

# 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 :

➤ **ABKEFIR**®



➤ **ACTBIOME**

➤ **KiOtransine®**



➤ **benegut®**



➤ Cureazyme LAC™

➤ Lifeoligo (XOS)



➤ **DigeSEB**  
Pro

➤ Probiotic Institute  
Roselle

# 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 :

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# 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+™**

➤ **DNF-10®**

➤ **fiit-ns®**

➤  **GARXLIM**  
Garcinia Cambogia Extract

➤  **Ginactiv**

➤ **IGOB131**

➤ **InnoSlim®**

➤ **KiOnutrime-CG®**

➤  **OleaVita**

➤ **sinetrol®**

➤



➤



➤



➤



➤



# 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 :

- 

**TigerPro®**  
Naturally Cultivated Wild Remedy
- 

**Restāke®**  
ADAPTOGENIC BLEND
- 

**LJ BOOST™**  
HIS POTENTIAL
- 

**green**  
SOOTHE +
- 

**LPBOOST™**  
Her Wellness

# 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, 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, multivites, 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.

# Dietary Supplements in Malaysia

## Featured products :



➤ Collagen Peptide Optima

➤ Collagen TriPep20™



➤ oliglow®



➤ Polyamide

➤ Purple tea extract

➤ Rose Petal Extract

➤ Sakura Extract



➤ DR. ERGO™



➤ Florabella™

➤ GreenNAG™

➤ Hithion™

➤ Japanese Yuzu Seed Extract

➤ Salmon Placenta



➤ Silk peptide

➤ Tomato Seed Extract

➤ TREBEAUT®

➤ VIQUA®

➤ Collagenomics DFF-01



➤ KUROMANIN™

➤ NatAxtin®  
Made as nature intended

➤ Rev-AGE™

➤ SIRTMAX®

➤ Vinovia®

# Dietary Supplements in Malaysia

## Featured products :

➤ **Affron®**

➤  **ThymoBoost™**  
NATURE'S HEALING

➤ **bluenesse®**

➤  **DurOmega®**

➤ **cereboost®** 

➤  **GANOPRO**  
Ganoderma Lucidum Mushroom

➤  **cholife**  
essential choices

➤ **Cognique**

➤  **LIONPRO**  
Lion's Mane Mushroom

➤  **ETAS®**

➤  **PureQQ**

➤  **Restake®**  
ADAPTOGENIC BLEND

➤  **Sharp-PS**

➤  **VENETRON**

➤  **SmartPS™**

➤  **Resilient Minerals™**  
**magnesium**  
bisglycinate

# Thank you !



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# Thank You

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