



Market Trend 101:

Next-Gen Immune Support: What Consumers Want?

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



Immunity Health Trend in Malaysia

KEY DATA FINDINGS

6% MYR506 million

Retail value sales in 2025 and reaching

Paediatric cough, cold, and allergy remedies

7% to MYR8 million

6% CAGR

Retail sales are expected to rise at a 6% CAGR (3% constant value CAGR) to MYR661 million over the forecast period.



Key factors that contribute to Immune Health supplement in Malaysia

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.



The Top 3 Consumer-Driven Trends Shaping the Industry:



Everyday preventive immunity:

- Consumers are shifting from “sick-care” to daily immune maintenance as part of routine wellness.



Natural, science-backed solutions:

- Demand is rising for clean-label, plant-based, and clinically supported immune ingredients over synthetic options.



Convenient functional formats:

- Consumers prefer immune support delivered via gummies, sachets, RTD drinks, and functional foods for easy daily use.

Insights into Must-Have Ingredients:

The logo for Oxxyneá, featuring the word "Oxxyneá" in a stylized, lowercase, sans-serif font. The "O" and "x" are in a dark green color, while "xxyneá" is in a lighter green. A registered trademark symbol (®) is positioned to the right of the "a".The logo for SelenoExcell, featuring the word "SelenoExcell" in a large, bold, orange sans-serif font. A registered trademark symbol (®) is positioned to the right of the "l". Below it, the text "High Selenium Yeast 1200" is written in a smaller, orange sans-serif font.

Oxxyneá®

- 100+ polyphenols from 7 botanicals across 5 key polyphenol families
- Daily phytonutrient boost equal to 1-5 servings of fruits & vegetables
- 24-hour phenolic activity with sustained release, nutrikinetically proven
- Clinically proven to support redox balance and metabolic health
- Broad-spectrum antioxidant support from diverse bioactive compounds

SelenoExcell® High Selenium Yeast 1200

- Selenium-enriched yeast: closest food form of selenium
- Contains 21 selenium compounds for broad-spectrum support
- Organically bound & fermented for safe, natural absorption
- Superior cellular antioxidant support
- High bioavailability and digestibility compared to other forms

Insights into Must-Have Ingredients:



Colostrum™

- Collected **only from first-day milkings** after calf receives nourishment
- Agglomerated/instantized for **superior solubility**
- **Non-GMO, Kosher & Halal** certified
- **Non-allergenic** instant formula
- Backed by **6,000+ studies** on science, efficacy, and safety

L-137™

- **Strengthens immune defense** and enhances innate immunity
- Helps **reduce URTI risk** and supports respiratory health
- Improves **oral health** by reducing periodontal pocket depth
- Provides **anti-inflammatory support** for overall wellness
- Clinically shown to **boost IL-12, promoting skin hydration** via hyaluronic acid production

Insights into Must-Have Ingredients:



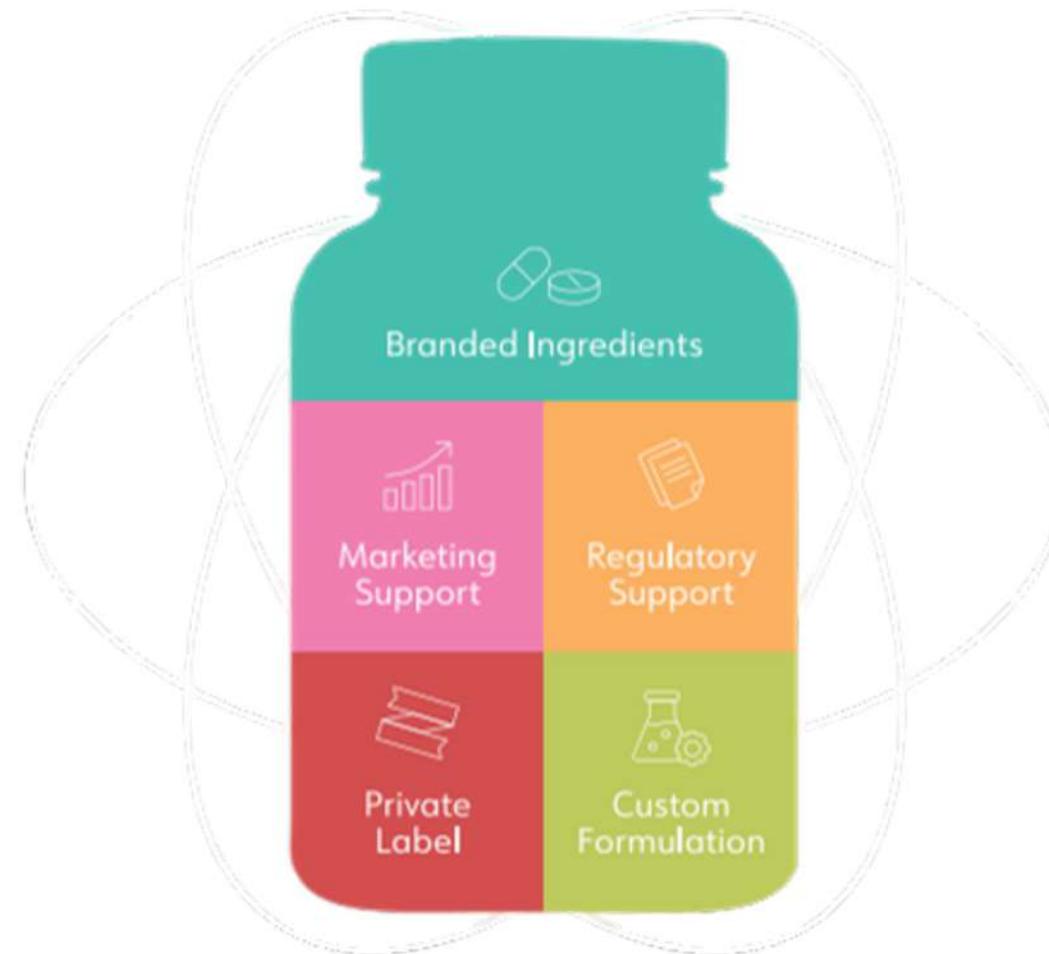
Liposomal PureWay C™

- Clinically proven with **4 trials and 233% higher vitamin C retention**.
- **No side effects** reported, even at high doses.
- Citrus bioflavonoids enhance absorption and **antioxidant protection**.
- **Strengthens immunity**, reduces inflammation, and defends against chronic diseases.
- **Supports iron absorption**, tissue repair, and cognitive health with aging.

Pelaforce™

- Clinically proven ***Pelargonium sidoides* root extract** from South Africa
- **Boosts viral defense by 200%**
- **Suppresses human coronavirus 10×**
- **Clears mucus and sinuses by 33%**
- **4-in-1 action:** immune, antiviral, antibacterial, expectorant

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 connect your brand with consumers through research, industry insight, and a global perspective

Regulatory Support

Guiding your products to full regulatory compliance

Private Label

Your one-stop solution for ODM, OEM, and private labeling – from design to production

Custom Formulation

Customized formulations that help your health products shine in the market

Health Supplement Solution Hub

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
W: <https://nexuswise.com>

www.nexuswise.com

Scan to Discover More :

