



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

Retail value sales in 2025 and reaching
6% MYR506 million

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

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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.

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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.

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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:

oxynea®

Oxynea®

- **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

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 !



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