



Market Trend 101:

Appetite, Metabolism, Results: **Why GLP-1 Leads 2026**

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



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.



The Top 3 Consumer-Driven Trends Shaping the Industry:



Real, Visible Results

- Consumers want clinically backed solutions that deliver measurable weight loss, not just marketing claims



Appetite & Craving Control

- Demand is growing for products that help reduce hunger, control portions, and manage emotional eating



Safe & Sustainable Solutions

- People are prioritizing gentle, long-term weight management without extreme dieting or harsh side effects

Insights into Must-Have Ingredients:



SlimBiome®

- A **patented**, award-winning functional ingredient blend—combining glucomannan, chromium, and prebiotics
- **Promote satiety, reduce hunger, and curb cravings** by **supporting the body's natural production of GLP-1 (glucagon-like peptide-1)**
- Consumer studies show an average **weight loss of 2-3lbs per week** and **reduced calorie intake of >20% with lower levels of cravings.**
- Reduced weight, body fat, waist and hip measurements while supporting gut microbiome health.



Gluva™

- **Synergistic effect** between **guava** and **misai kucing** extract in blood glucose management
- Standardized against **> 1.5% rosmarinic acid** and **> 15% TPC**
- Ultrasonic extraction for enhance extraction efficiency
- Advanced **NutriSeal** microencapsulation technology for better solubility, dispersibility and taste
- **Scientifically proven** to **reduce blood glucose** and **weight loss**

Insights into Must-Have Ingredients:

 InnoSlim®

InnoSlim®

- **Natural, stimulant-free** weight management ingredient derived from Astragalus membranaceus and Panax notoginseng.
- Clinically studied with **18 in-vitro, 2 in-vivo, and double-blind human trials** supporting healthy glucose metabolism.
- **Reduces glucose absorption by 46%** to support better metabolic control.
- **Boosts AMPK by 300% and increases ACC by 100%** to enhance energy and fat metabolism.
- **Increases adiponectin by 23%** to help inhibit fat cell growth.

 svetol®

Svetol®

- **Low-caffeine** green coffee extract with a balanced chlorogenic acid profile.
- **Clinically proven to reduce body weight and improve lean-to-fat ratio.**
- Supports weight control by **reducing glucose absorption and promoting fat release.**
- **Approved health claim** for body weight management via lower glucose release.
- **Water-soluble, stable** ingredient with natural green coffee taste and **good heat stability.**

Insights into Must-Have Ingredients:



Matesol™

- Standardized to **≥20% chlorogenic acids** with potent weight management activity.
- Focused on **6 key chlorogenic acids** directly linked to weight control.
- **Clinically supported** by human, animal, and in-house weight management studies.
- Proven to **suppress weight gain, reduce waistline, inhibit fat synthesis, and promote lipolysis.**
- **Supports** healthy **blood sugar** and cholesterol levels with a **patented proprietary method** in Japan, USA, and Europe.



OleaVita™

- **Supports mitochondrial health** for effective weight management with high oleanoic acid and oleuropein levels.
- Promotes **fat burning** & significant effect of **loss weight**
- **Improvement of impaired glucose tolerance**
- Human clinical studies have shown **significant weight management effects within just 8 weeks** of consuming OleaVita™, **without the need for exercise or diet restrictions.**



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](https://nexuswise.com)

Scan to Discover More :

