



Market Trend 101:

Is Your Sports Nutrition Formula Ready for the New Active Consumer?

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





Sports Nutrition Trend in Malaysia and Singapore 2026



Active lifestyle is driving new demand for sports nutrition



Malaysia



75%

focus on healthy and active living



61%

consumed supplements in the past 3 months



Growing demand for active lifestyle nutrition



Singapore



76%

exercise at least once a week



USD 752M

vitamins and supplements market by 2029



Strong opportunity for sports nutrition and wellness



Key takeaway

Sports nutrition is no longer just for athletes. Consumers now look for support in energy, endurance, hydration, recovery, muscle maintenance, and focus.



Energy



Endurance



Hydration



Recovery



Muscle maintenance



Focus

Key Factors Contributing to Sports Nutrition Supplements in Malaysia & Singapore

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01. Active Lifestyle Is Becoming Mainstream

- **More people are moving daily** through running, gym, walking, and fitness classes.
- **Fitness is for everyone** now including office workers, beginners, women, and active seniors.
- **Active living** supports total wellness by helping energy, mood, weight control, and long-term health.

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02. Supplements Are Becoming More Accepted

- **Daily supplement use** is becoming common as more consumers add nutrition support into their wellness routine.
- **Ingredient quality matters** more because consumers want trusted, clear, and benefit-driven products.
- **Convenient formats** drive purchase with sachets, powders, gummies, capsules, and ready-to-drink options.

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03. Sports Nutrition Is Expanding Beyond Muscle Building

- **Energy and endurance** are key needs as consumers want to stay active and feel less tired.
- **Hydration and recovery** are growing because active consumers want better comfort after exercise.
- **Focus** is part of performance now as consumers look for **mental clarity, motivation, and mind-body support**.



The Top 3 Consumer-Driven Trends Shaping the Industry:



1. Active Nutrition for Everyday Consumers

- Sports nutrition is now for everyone who wants daily energy, strength, and wellness support.



2. Performance Beyond Muscle

- Consumers now look for hydration, recovery, focus, mood, and overall readiness, not just muscle gain.



3. Convenient and Enjoyable Formats

- Easy formats like sachets, gummies, drinks, and snacks make sports nutrition more lifestyle-friendly.

Insights into Must-Have Ingredients:



TigerPro®

- Standardized organic Tiger Milk Mushroom extract
- World's first human clinical study on Tiger Milk Mushroom
- Clinically shown to support lung performance in 4 weeks and improve muscle strength and VO₂ max in 6 weeks



Fitnox®

- Clinically studied, 100% plant-based sports performance ingredient
- Boosts nitric oxide by up to 336% to support endurance and muscle performance
- Supports recovery, reduces fatigue, and works within 1 hour for up to 10 hours

Insights into Must-Have Ingredients:

 **SENACTIV**[®]

Senactiv[®]

- Plant-based sports ingredient that supports endurance, muscle recovery, and cellular renewal
- Enhances ATP energy production by increasing citrate synthase activity
- First senolytic sportsceutical to support endurance, recovery, and new muscle cell generation during intense exercise



Trace Mineral[®]

- Sourced from Utah's Great Salt Lake and rich in naturally occurring ionic trace minerals
- Supports bone, joint, teeth, and muscle health while promoting energy and metabolism
- Helps maintain hydration and electrolyte balance with an easily dissolvable powder form

Insights into Must-Have Ingredients:



CarnoSyn®

- The only patented beta-alanine with New Dietary Ingredient (NDI) status, backed by 55+ clinical studies
- Boosts muscle carnosine to enhance endurance, performance, and buffering capacity
- Clinically shown to improve physical work capacity by 14.5% and increase muscle carnosine by up to 80%



AstraGin®

- US-patented, 100% natural compound from Astragalus membranaceus and Panax notoginseng extracts
- Supports nutrient transporter activity to enhance absorption in the gut
- Clinically proven to improve absorption of amino acids, fatty acids, vitamins, and minerals



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)

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