



## Market Trend 101:

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

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



# GAME ON:

## 5 Sports Nutrition Trends

### Winning in Malaysia & Singapore

With FIFA World Cup 2026™ around the corner, sports nutrition is set to gain stronger attention as consumers seek energy, hydration, recovery, and focus support.

1



#### Energy Beyond Caffeine

Consumers want steady energy for workouts and busy days.



Energy + endurance

2



#### Recovery Is Now Daily

Recovery now supports muscle comfort, sleep, and next day readiness.



Recovery + stress + sleep

3



#### Hydration Levels Up

Hydration now goes beyond basic electrolytes for stamina and comfort.



Electrolytes + minerals + endurance

4



#### Active Nutrition for More People

Sports nutrition now serves women, healthy agers, beginners, and everyday active consumers.



Active aging + women's wellness + daily movement

5



#### Performance Includes Focus

Consumers want focus and motivation for sport and daily life.



Mind body performance + focus + resilience

### Why Malaysia & Singapore Matter



Malaysia

**75%**

focus on healthy and active living



Malaysia

**61%**

consumed supplements in the past 3 months



Singapore

**76%**

exercise at least once a week



Singapore

**USD 752M**

vitamins and supplements market by 2029



Football season can pull more consumers into sports nutrition through energy, hydration, recovery, and focus support.

# Key Factors Contributing to Sports Nutrition Supplements in Malaysia & Singapore

## 1

### 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.

## 2

### 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.

## 3

### 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 VO<sub>2</sub> 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**<sup>®</sup>

## Senactiv<sup>®</sup>

- 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<sup>®</sup>

- 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 !



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