



Market Trend 101:

Why "senior" bone health is now a millennial market

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



Bone & Joint Health

2020–2050 Global Snapshot

Why musculoskeletal wellness is becoming a major global health priority.



Low Back Pain

619 million

843 million

Affected more than 619 million people in 2020 and is projected to reach 843 million by 2050.



Osteoarthritis

595 million

7.6%

The most common form of arthritis already affects around 595 million people worldwide, about 7.6% of the global population.



Knee Osteoarthritis

+75%

Knee cases alone are forecast to climb by nearly 75% by 2050.



Osteoporosis

500 million

**1 in 3 women /
1 in 5 men**

Silently weakens the bones of an estimated 500 million people. After age 50, 1 in 3 women and 1 in 5 men will suffer a fracture because of it.



A Silent Turning Point

Bone mass peaks at around age 30. After that, it declines every year — and most people do not feel it happening until something breaks.

What this means for supplement brands



Proactive
bone health
support



Mobility & joint
comfort
solutions



Healthy aging &
fracture risk
awareness

Key Factors Contributing to Bone and Joint Health Supplements in Malaysia & Singapore

1

01. Rapidly Ageing Population

- **Growing senior population** with greater mobility needs
- Rising concern about **bone density, joint comfort** and **fall prevention**
- Stronger demand for **healthy ageing** and **long-term independence**

2

02. Increasing Preventive Health Awareness

- Consumers are **taking action before mobility problems become serious**
- **Active ageing** encourages continued exercise, travel and daily movement
- Demand is expanding among **middle-aged adults, women and active consumers**

3

03. Demand for Trusted, Convenient Solutions

- Preference for **clinically supported** and **science-backed ingredients**
- Growing interest in **multifunctional bone, joint and muscle formulations**
- **Convenient formats** such as sachets, beverages, gummies and capsules

The Top 3 Consumer-Driven Trends Shaping the Industry:



1. From Reactive Relief to Proactive Mobility

Consumers are starting support earlier to maintain long-term movement



2. Greater Demand for Science and Transparency

- Consumers increasingly prefer clinically studied ingredients with clear, credible claims.



3. Convenient, Multi-Benefit Formulations

- Demand is growing for easy-to-consume products supporting bones, joints and muscles together.

Insights into Must-Have Ingredients:

icecal^L

Icecal®

- Vegan, sustainably sourced calcified algae from Iceland's pristine seabeds.
- Organically produced without solvents or chemicals.
- Provides 32% calcium, 2% magnesium, and a broad spectrum of trace minerals.



MUVZ®

- Proprietary Vitex negundo and ginger blend supporting both knee and lower-back comfort.
- Clinically shown to improve knee comfort within 3.38 hours and lower-back function within 7 days.
- Effective at just 200 mg; solvent-free, allergen-free, preservative-free, and non-GMO.

Insights into Must-Have Ingredients:



LipocalTM
microcapsules

Optimized myHMB®

- Backed by 50+ human studies for muscle recovery, protein synthesis, and body composition.
- Delivers HMB equivalent to the muscle-supporting benefits of 600 g of protein in just 3 g.
- Fortified with 300–450 IU of Vitamin D to support muscle strength and function.

Lipocal

- Water-dispersible calcium containing 35% elemental calcium , comparable to cow's milk calcium
- Microencapsulated lecithin coating prevents chalky sedimentation in liquids.
- Gentle on the stomach without typical calcium-related constipation.

Insights into Must-Have Ingredients:



Colla2Gen®

- Delivers 15% more Type II collagen for joint comfort and knee flexibility at a lower dose.
- Patented low-temperature extraction preserves the native triple-helix structure.
- Supports oral tolerance to reduce joint inflammation and protect cartilage, tendons, and ligaments.



MEDIQ7®

- 100% natural, crystal-pure fermented MK-7 with high bioavailability.
- Patented technologies ensure excellent stability and water solubility.
- Produced from a patented *Bacillus natto* strain using clean supercritical CO₂ extraction.



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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