

Vitamins in Malaysia

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Single vitamins continue to grow in popularity, with immunity-boosting products seeing high demand
Multivitamins strengthen their appeal
Slower-release immunity-strengthening products remain popular, as preventative health trend persists

PROSPECTS AND OPPORTUNITIES

Multivitamins will target the needs of specific consumer groups in order to become more competitive
New and innovative formats expected to inform new product launches
Private labels anticipated to gain traction as a result of high cost of living

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