



Euromonitor
International

Herbal/Traditional Products in Malaysia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for herbal/traditional products continues to grow, with dietary supplements leading the way
Beauty and health-focused positionings propel growth in herbal/traditional tonics, while herbal/traditional cough/cold remedies also have a growing presence
E-commerce continues to gain traction

PROSPECTS AND OPPORTUNITIES

Locally-produced herbal/traditional ingredients will be actively utilised by manufacturers
Malaysian government adopts new regulatory guidelines for herbal/traditional products
Products with a sleep and mood management positioning are anticipated to show an upward trend

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Consumer Health in Malaysia - Industry Overview

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