



MARKET TRENDS IN MALAYSIA:
HEALTH FOOD

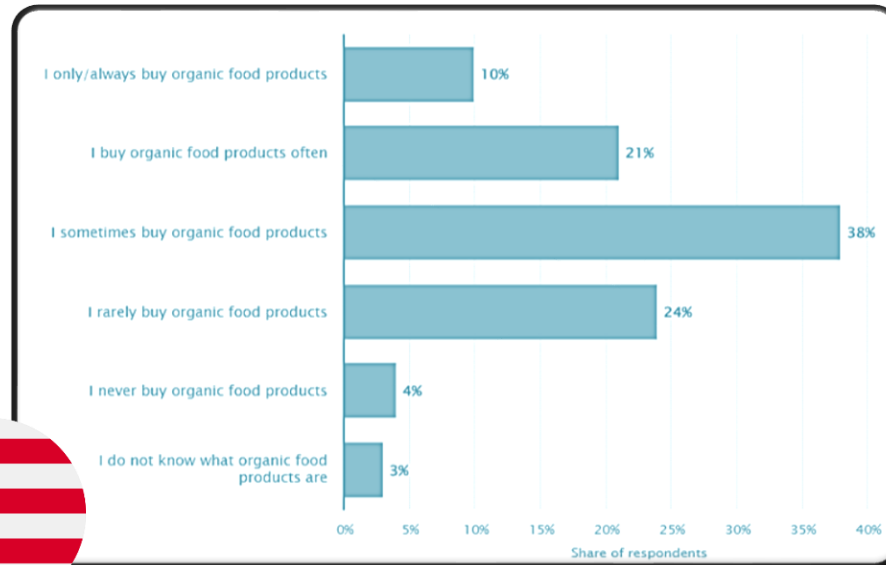


MARKET OVERVIEW & KEY TRENDS

The frequency of purchasing organic food among consumers in Malaysia as of September 2021



38% of Malaysians stated that they sometimes bought organic food products





MALAYSIA



Herbal/Traditional Dietary Supplements Growing Popularity

- Consumer recognized that herbal products can be effective, safe, non-toxic and have lesser side effects.
- Malaysia has an abundance of herbs and plants that can be used as ingredients for food and or as natural remedies. These natural products offer benefits that are increasingly being communicated.
- The performance of immune-boosting dietary supplements due to the ongoing presence of COVID-19 (Aloe, Cranberry, Gingko Biloba, Ginseng, Garlic, etc.).



Holistic Wellbeing and Beauty-From-Within Dietary Supplements

- An increasing number of dietary supplements will benefit from a more sophisticated positioning, such as improving the holistic wellbeing.
- For instance, Ashwagandha is largely marketed to help unwind, relax and restore the wellbeing of mind and body.

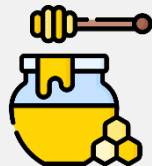


MALAYSIA



Rising Competitiveness From Protein In Packaged Food Range

- Sports protein powder will remain the most important sports nutrition category in Malaysia over the forecast period, as it is sold widely through healthcare specialists such as GNC Live Well and MuscleMania.
- Consumers' return to more active lifestyles once the pandemic recedes is set to boost demand for products in convenient packaging.
- Non-protein sports products will benefit from new flavour launches.



Honey Is Likely To Be Widely Used In Home-Cooked Dishes

- Honey is set to record further growth over the forecast period, with consumers likely to add honey into home-cooked dishes since they believe that honey is beneficial for strengthening the immune system and improving the general wellbeing.
- With COVID-19 encouraging more consumers to pursue a healthier lifestyle, there is a growing demand for such products.



Herbal/Traditional Dietary Supplements Growing Popularity



Gaia Herbs Black Elderberry Powder Capsules

- A Black Elderberry plant-based herbal supplement is made with the highest quality fresh ingredients, not fillers and sweeteners.
- Concentrated organic Black Elderberry extract and Acerola fruit are combined to provide antioxidants and flavanoids for a daily immune boost on-the-go!
- Product of USA.

Ingredients: Organic Black Elderberry (*Sambucus nigra*) fruit extract, Acerola (*Malpighia glabra*) fruit extract.

Other ingredients: Acacia gum and vegan capsule (hypromellose).

VitaHealth Ginkgo Extract

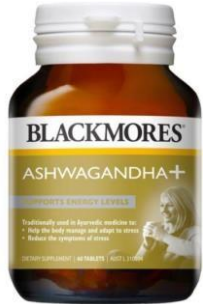
- Ginkgo has long been used in traditional Chinese medicine to improve blood flow in the body.
- Ginkgo is an antioxidant-rich herb, traditionally used to promote healthy blood flow to the whole body.
- Product of Malaysia.

Ingredients: Ginkgo Biloba Extract (leaf).





Holistic Wellbeing and Beauty-From-Within Dietary Supplements



Blackmores Ashwagandha +

- Blackmores Ashwagandha + contains Ashwagandha (also known as Withania), an adaptogen herb traditionally used in Ayurvedic medicine to help the body manage and adapt to stress, reduce symptoms of stress, nervousness, tension and unrest.
- It also contains B vitamins to support energy levels besides vitamins and minerals to maintain general health and wellbeing.
- Product of Australia.

Ingredients: Ashwagandha (*Withania somnifera*) extract, Thiamine nitrate (vitamin B1), Riboflavin (vitamin B2), Nicotinamide, Calcium pantothenate, Pyridoxine hydrochloride (vitamin B6), Cyanocobalamin (vitamin B12), Ascorbic acid (vitamin C), Biotin, Folic acid, Magnesium oxide, Zinc amino acid chelate.

Life Extension, Hair, Skin and Nails, Collagen Plus Formula

- Contains clinically validated nutrients to promote beauty from within.
- Supports skin growth and repair, healthy nail growth rate and healthy rejuvenation, this formula's clinically-validated nutrients promote youthful and lasting beauty.
- Product of USA.

Ingredients: Niacin, vitamin B6, Biotin, Pantothenic Acid, Calcium, Zinc, Copper, Verisol® Bioactive Collagen Peptides®, Cynatine® HNS (providing solubilized keratin), Silicon.

Other ingredients: Microcrystalline Cellulose, Croscarmellose Sodium, Stearic Acid, Vegetable Stearate, Aqueous Film Coating (Hydroxypropyl Methycellulose, Glycerine, Purified Water), Silica.





Rising Competitiveness From Protein In Packaged Food Range



My Protein Impact Whey Protein

- 21g protein per serving.
- 4.5g BCAAs.
- Low in sugar.

Ingredients for Apple Crumble & Custard Flavour: Whey Protein Concentrate (96%), Emulsifier (Soy Lecithin), Flavouring, Colour (E160a), Sweetener (Sucralose).

GNC Pro Performance® 100% Whey Protein

- This formula is packed with 24 grams of high-quality protein, containing all 9 essential amino acids, that digest quickly to support your wellness and performance goals.

Ingredients: 100% Whey Protein Blend (Whey Protein Concentrate, Whey Protein Isolate), Natural Flavors, Cellulose Gum, Soy Lecithin, Xanthan Gum, Acesulfame Potassium, Sucralose.

CONTAINS: Milk and Soybeans.





Honey Is Likely To Be Widely Used In Home-Cooked Dishes



Capilano Pure Honey

- As a natural sweetener, drizzled on toast, cereals and crumpets, swirled into a smoothie or with warm water and lemon.
- Mild flavour with a deliciously smooth, sweet finish.
- Product of Australia.

Ingredients: 100% Pure Australian Honey.

Simply Natural Fresh Raw Honey

- Simply Natural's fresh raw honey is freshly collected from the remote unpolluted forest in Borneo. The bees are not fed with sugar and antibiotics. The honey is free from chemical preservatives and additives.
- The fresh raw honey is only lightly filtered, not heat treated and totally unprocessed to retain the optimum level of nutritional value and enzyme.
- Product of Malaysia.

Ingredients: 100% Honey.



References

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