Health Supplement Market in Malaysia 2015-2019

Description: Technavio’s research analyst predicts the health supplement market in Malaysia to grow at a CAGR of 7% during the forecast period. The rise in the aging population in Malaysia is the key driver for the market growth of this region. Products that prevent age-related disorders, such as those linked to the digestive system, and ones that help maintain blood sugar levels, are in high demand among this age group.

The growing demand for probiotic products is also expected to contribute to the market growth in Malaysia. These products are primarily used as a substitute for growth promoters and antibiotics across the globe. For instance, companies such as Yakult Honsha and Chr. Hansen, have developed patented strains of microorganisms (probiotics) claiming to have particular health advantages.

Segmentation by product and analysis of the health supplement market in Malaysia
- Vitamins and dietary supplements
- Weight management products
- Herbal and traditional products

The vitamins and dietary supplements segment led the market with a market share of around 49% during 2014 and is expected to lead the market until the end of 2019. The rise in the aging population and the awareness of benefits from these supplements are the key drivers for the growth of this segment.

Competitive landscape and key vendors
The health supplement market in Malaysia is diversified by the presence of international and regional vendors, competing on the basis of quality and pricing, and market reach and financial resources. The report predicts the competitive environment to intensify further during the forecast period due to product/service extensions, product innovations, and mergers. International players are anticipated to grow inorganically by acquiring regional or local players.

The leading vendors in the market are -
- Amway
- CCM
- Cosway
- Herbalceutical
- Herbalife

Other prominent vendors in the market include Astana Biocare, Bioalpha, Dynapham Herbal, Era Herbal, QD Herbs, and White Heron Pharmaceuticals.

Key questions answered in the report include
- What will the market size and the growth rate be in 2019?
- What are the key factors driving the health supplement market in Malaysia?
- What are the Key Market trends impacting the growth of the health supplement market in Malaysia?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the vendors in the health supplement market in Malaysia?
- What are the key outcomes of the five forces analysis of the health supplement market in Malaysia?

Related reports:
- Global Probiotics Market 2015-2019
- Global Bioactive Ingredients Market 2015-2019
- Global Whey Protein Ingredients Market- Growth and Trends 2015-2019

Contents:
- PART 01: Executive summary
- Highlights
PART 02: Scope of the report
- Market overview
- Offerings of the top vendors

PART 03: Market research methodology
- Research methodology
- Economic indicators

PART 04: Introduction
- Key market highlights

PART 05: Malaysia: An overview

PART 06: Malaysia: Economic profile
- Malaysia: Economic overview
- Lifestyle indicators

PART 07: Malaysia: Doing Business 2015
- Doing Business: Overview
- Business environment

PART 08: Market landscape
- Pharmaceutical market in Malaysia
- Health supplement market in Malaysia
- Five forces analysis

PART 09: Market segmentation by product
- Segmentation of health supplement market in Malaysia by product
- Vitamins and dietary supplements market in Malaysia
- Weight management products market in Malaysia
- Herbal and traditional products market in Malaysia

PART 10: Value chain analysis
- Value chain of health supplement market in Malaysia

PART 11: Market drivers

PART 12: Impact of drivers

PART 13: Market challenges

PART 14: Impact of drivers and challenges

PART 15: Market trends

PART 16: Vendor landscape
- Competitive scenario
- Market vendor analysis 2014
- Other prominent vendors

PART 17: Other prominent vendors
- Key vendor analysis
- Amway
- CCM Pharmaceuticals
- Cosway
- Herbalceutical
- Herbalife

PART 18: Appendix
- List of abbreviations

PART 19: About the Author
Exhibit 01: Product offerings
Exhibit 02: Malaysia: Population 2006-2014 (millions)
Exhibit 03: Malaysia: Country profile
Exhibit 04: Malaysia: GDP 2006-2014 ($ billions)
Exhibit 05: Malaysia: GDP growth Q1 2012-Q2 2015
Exhibit 06: Percentage of households below poverty line income in Malaysia 1979-2014
Exhibit 07: Malaysia: GDP per capita 2006-2014 ($)
Exhibit 08: Malaysia: GDP per capita PPP 2006-2014 ($)
Exhibit 09: Malaysia: GDP by economic activity at current prices 2011-2014
Exhibit 10: Malaysia: Annual disposable income 2011-2015 ($ billions)
Exhibit 11: Malaysia: Internet users 2011-2015 (millions of users)
Exhibit 12: Malaysia: Consumer expenditure on food and beverages 2011-2015 ($ billions)
Exhibit 13: Doing Business 2015: Components
Exhibit 14: Doing Business 2015: Global ranking of various economies
Exhibit 15: Ranking of Malaysia by Doing Business components 2015
Exhibit 16: DTF scores of Malaysia by Doing Business components 2015
Exhibit 17: Comparative DTF score analysis of Malaysia and other economies based on ease of doing business 2015
Exhibit 18: Comparative ranking analysis of Malaysia and other economies based on ease of doing business 2015
Exhibit 19: Doing Business components of Malaysia 2011-2014
Exhibit 21: Pharmaceutical market overview in Malaysia
Exhibit 22: Pharmaceutical market in Malaysia 2014-2019 ($ billions)
Exhibit 23: Health supplement market in Malaysia 2014-2019 ($ millions)
Exhibit 24: Five forces analysis
Exhibit 25: Segmentation of health supplement market in Malaysia by product 2014
Exhibit 26: Segmentation of health supplement market in Malaysia by product 2019
Exhibit 27: Segmentation of health supplement market in Malaysia by product 2014-2019
Exhibit 28: Vitamins and dietary supplements market in Malaysia 2014-2019 ($ millions)
Exhibit 29: Weight management products market in Malaysia 2014-2019 ($ millions)
Exhibit 30: Herbal and traditional products market in Malaysia 2014-2019 ($ millions)
Exhibit 31: Summary of health supplement market in Malaysia by product category 2014-2019 ($ millions)
Exhibit 32: Summary of health supplement market in Malaysia by product category 2014-2019 (%)
Exhibit 33: Value chain of health supplement market in Malaysia 2014
Exhibit 34: Aging population in Malaysia 1950-2050
Exhibit 35: Population by age distribution in Malaysia 2014
Exhibit 36: Level of urbanization in various states of Malaysia 2014
Exhibit 37: Impact of drivers
Exhibit 38: Impact of drivers and challenges
Exhibit 39: Amway: Product segmentation
Exhibit 40: CCM: Business segmentation by revenue 2014
Exhibit 41: CCM: Business segmentation by revenue 2013 and 2014 ($ millions)
Exhibit 42: CCM: Geographical segmentation by revenue 2014
Exhibit 43: Cosway: Product segmentation
Exhibit 44: Herbalceutical: Product segmentation
Exhibit 45: Herbalife: Product segmentation by revenue 2014
Exhibit 46: Herbalife: Geographical segmentation by revenue 2014

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