



Euromonitor  
International

# Consumer Health in Malaysia

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PROSPECTS AND OPPORTUNITIES

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- 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

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- Paediatric cough, cold and allergy remedies demonstrate rising demand
- Domestic players make impact with host of new product launches

PROSPECTS AND OPPORTUNITIES

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