



Euromonitor
International

Herbal/Traditional Products in Malaysia

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for herbal/traditional products remains strong , with immunity remaining a key focus in tonics

Tiger milk mushroom sees high degree of manufacturer interest

Competitive landscape becomes increasingly fragmented, as new manufacturers emerge with new product launches

PROSPECTS AND OPPORTUNITIES

Research and development to focus on herbal/traditional cough remedies

Immunity-strengthening herbal/traditional dietary supplements and tonics are expected to gain greater exposure

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