

4.3.1 Rising Health Awareness and Aging Population in Malaysia

While population aging supports a growing demand for joint health products in Malaysia, increased health awareness and healthcare preventive trends present a considerable opportunity for Blackmores products to educate consumers and increase market share associated with joint health benefits, and further integrate their benefits into lifestyle.

4.3.2 Growth of E-commerce and Digital Health Platforms

The rise of fast-growing e-commerce in Malaysia, driven by high penetration of smartphones and convenience demand, opens an opportunity for more online sales. On the other hand, digital health platforms and apps would allow different health solutions to partner with Blackmores in addressing these consumers who are technologically savvy.

4.3.3 Collaboration with Healthcare Professionals and Wellness Programs

This is also evidenced by the fact that joint and mobility products are well-liked by doctors, physiotherapists, and wellness coaches, hence increasing their credibility on usage recommendation. Besides, products may also be further widely taken up through wellness programs that are carried out in workplaces and communities.

4.4 Threats

4.4.1 High Competition from Local and International Brands