

International, E., 2022. *euromonitor.com*. [Online]  
Available at: <https://www.euromonitor.com/>  
[Accessed 28 june 2025].

mpaigns to drive the brand towards capturing younger consumers and community engagement online.

#### 4.2.2 High Pricing Compared to Competitors

In fact, the pricing policy of Blackmores is premium and well-matched with quality. This will be really challenging in view of competitors who can offer cheaper alternatives in price-sensitive markets like Malaysia. Their preference would always be for other low-cost alternatives, by which the market share of Blackmores is lost among the prospects.

#### 4.2.3 Product Line Focus on Traditional Joint Supplements

While Blackmores' Joint & Mobility is quite basic in nature, it was lacking innovation or diversification along the lines of plant-based or vegan joint supplements that are currently in trend all over the world. Hence, due to a lack of diversified options available, it would have less appeal to the niche segment, which looks out for very specialized products.

### Opportunities

#### 4.3.1 Health Awareness and Aging Population in Malaysia

There is rising awareness of health issues among categories of people who are in their old age and middle ages in Malaysia; thus, there is a growing demand for products that will take care of their joints. Such a trend in preventive health can present opportunities to increase market share through education on the benefits of good joint health and its lifestyle integration for Blackmores.