

4.3.2 Increasing E-commerce and Digital Health Platforms

The expanding e-commerce in Malaysia has been influenced by the growth of smartphones and convenience demand, thus also creating opportunities to uplift online sales. Likewise, the digital health platforms and apps can provide space for alliances in coming up with personalized health solutions reaching the tech-savvy consumer.

4.3.3 Collaborations with Healthcare Providers and Wellness Programs

In this case, the partnership will be with doctors, physiotherapists, and wellness coaches to market Joint & Mobility products, which may increase the credibility and usage recommendation of the brand. Added product adoption might come from workplaces and community wellness programs.

4.4 Threats

The local and international brand rivalry is intense.

Due to aggressive pricing by local brands and the increase in marketing expenditure by international brands, this environment threatens market share and pricing power in Blackmores' core market.

Changes in Regulations and Compliance Risks

Malaysia has very stringent regulations in place for health supplements, from ingredient approval to labeling and advertising standards of the product. The charges might increase with any updation or if these get enforced more stringently.

4.4.3 Economic Downturn Affecting Consumer Spending

Such eventual economic uncertainties might ensue by way of either high inflation or reduced disposable income through the household, which could lead the consumer to cut back on nonessential purchases like supplements, directly affecting Blackmores sales.