

The Malaysian supplement marketplace has luxuriously grown competitive, tendentious toward local brands with adequate low-cost alternatives and commensurate steps to be taken by international players toward upsurging their marketing expenses. This places the position of Blackmores at a high degree of jeopardy in the market with respect to both market share and pricing power.

4.4.2 Changes in Regulation and Compliance Risks

Health supplements receive very stringent regulation in Malaysia— everything from approving ingredients, labels, and advertising standards—it is quite pricey to change regulation or enforce it to make it more pricey concerning the costs to be made in claiming for your product.

4.4.3 Consumer Spending Downturn owing to the Economic Situation

In such a scenario, different economic uncertainties, say inflation and reduced disposable incomes, may also push consumers to cut down on a few non-essential purchases, which otherwise would have included supplements, therefore leaving a negative impact on sales by Blackmores.

5.0 Recommendations:

From the SWOT analysis, it is obvious that Blackmores can implement a number of strategic recommendations for enhancing competitiveness with respect to the product line of Blackmores Joint & Mobility, increasing customer lifetime value, and achieving sustainable growth in the dynamic health supplement market in Malaysia.

5.1 Enhance Digital Marketing and Social Media Presence