

# Welcome

to the first-ever The Wellness Trends Report 2026.

Across Malaysia, a quiet wellness revolution is happening. More people are starting their mornings with purpose, winding down with mindfulness, and seeing health not as treatment, but as everyday nourishment for body and mind.

The National Health and Morbidity Survey 2023 showed that nearly one in four Malaysians sleep less than five hours a night, and over half feel constant stress or fatigue. Yet, there is hope. The rise of Gen Z and young families is changing the rhythm of health: counting steps, checking vitamin levels, swapping sugary drinks for oat milk, and turning rest into a form of self-care.

Across our community, we see this transformation unfolding. More Malaysians are checking their HbA1c levels early, understanding their Vitamin D3 status, and paying attention to how sleep, mood, and movement intertwine. This is the new language of health where science meets self-awareness.

Nutrition is at the heart of this shift. 2025 saw our community embrace better eating with open arms, from wholesome breakfasts to functional foods. Among the year's favourites was the LowCarb 37 Bread, baked with a balance of fibre and protein, which quickly became a household staple, selling over 350,000 loaves nationwide.

A major driver of this new era is the Silvercare economy. With Malaysia moving toward an ageing society, vitality is no longer just about youth, it's about maintaining function and joy. Our Silver Sneakers Programme, inspired by global wellness models, encourages active ageing through physiotherapist-guided movement, nutrition, and social engagement. As you read, may you feel encouraged to pause, breathe, and take one simple act of care today. Because wellness isn't a destination, it's a daily choice.



**Ph. Lim En Ni**  
Chief Pharmacist & Engagement Director  
Alpro Pharmacy

# #TRENDING in 2025

To begin 2026, let us dive into 2025's trend, we look back at what our customers loved and focus.

“ In 2025, “*knowing your numbers*” became a movement.

## Wellness in numbers

**RM127.9 billion**

is how much Malaysia's healthcare market is projected to be worth by 2027 according to Fitch Research, showing a growth rate of 7.2% annually.<sup>1</sup>

**72%**

of Malaysians say they now prioritise prevention over treatment, a steady rise since 2022.<sup>2</sup>

**1 in 2**

Malaysians aged 29–45 report sleep problems and feeling constantly tired, making sleep health the new focus of wellbeing.<sup>3</sup>

**98.5%**

of Silver Sneakers members say physiotherapist-led sessions improved their mood, mobility, and social connection.<sup>4</sup>

**10,000**

Malaysians tested HbA1c in 35 days

**33.8%**

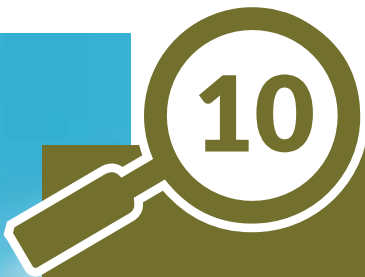
are pre-diabetes!

**72.8%**

deficient / insufficient of Vitamin D

”

Reference: 1. Global Wellness Institute, 2024 Asia-Pacific Wellness Economy Report  
2. Fitch Research, 2025 Healthcare Market Outlook  
3. Fitch Research, 2025 Healthcare Market Outlook  
4. Alpro Customer Survey 2025



## Most Searched Terms on [www.alpropharmacy.com](http://www.alpropharmacy.com) in 2025

- Vegan Friendly Vitamin D3
- Omega-3
- Lion's Mane Mushroom
- Probiotics
- Milk for Diabetes
- Amaranthine NMN
- Low GI
- Dry Eyes
- Perimenopause / Period
- Kids Multivitamin

In 2025, there were 45,988 (15-minute appointments) with our nutritionists and dietitians for wellness advice.

## TOP 5

### Searched for Topics on Alpro Pharmacy & Alpro OneClick

- What does my Vitamin D level really mean?
- How to use Yuwell CGM in managing diabetes and managing weight?
- Lion's Mane Mushrooms, the new hope for dementia?
- Probiotics and gut health: Is the gut brain axis real?
- Active ageing: How Silver Sneakers keeps seniors strong?

Reference: Alpro Engagement & Consulting Dashboard 2025  
\* TikTok Malaysia Analytics 2025

## TOP 10 Best Sellers in 2025



**+354%** compared to 2024



**+87%** increase in sales in the category of tiger milk mushroom for kids.



**>10,000 boxes** sold per month by customers looking for liver health.



**Lowest GI** Diabetes Specific Formula, 1 tin sold every 1 minute.



**+68%** conversion of customers from essential Omega to Asta Omega for its Astaxanthin.



**+92%** increase in sales in the category of women's peri-menopausal conditions.



**85.4%** customers feedback that it works better for their joints health.



**75%** customers buy this along with artificial tear drops for dry eyes.



**No.1 Viral** in 2024, this product remains the No.1 in weight management category.



**1 in 3** customers purchasing metformin purchases this product in 2025.



**2.8 M**

That's how many people have viewed **#SilverSneakersMY** on TikTok — proving that staying active, preventing falls, and keeping the body strong are becoming part of Malaysia's everyday health conversation.<sup>2</sup>

# Motherhood in Focus

Fertility, pregnancy, recovery & the gentle science of postpartum health

“As more Malaysian women embrace motherhood later in life, the journey to conception, pregnancy, and recovery is becoming increasingly science-led.

According to the Department of Statistics Malaysia (DOSM, 2024), the average age of first-time mothers has risen to 30.8 years, and fertility care has become more holistic, involving nutrition, emotional wellness, and early detection.

This evolution is also reflected in how women now engage with pharmacies. At Alpro Pharmacy, Alpro MamaBe pharmacists are seeing more mothers and women who are concerned about right nutrition, gestational diabetes, postpartum care and baby formula. These conversations reflect a deeper shift, from treating illness to accompanying women for the baby's first 1,000 days.

The National Health and Morbidity Survey (NHMS) 2023 revealed that 25% of Malaysian women experience stress, fatigue, or sleep disturbance within the first six months after childbirth, while 1 in 2 postpartum women have Vitamin D levels below sufficiency. These numbers underline the urgent need for practical, pharmacist-guided maternal care.



**Mr. Wong Ching Yaw**  
Mom & Baby  
Business Expansion Director



**42%** of Malaysian infants are reported to experience eczema, colic, or digestive discomfort within their first year of life — many of which are linked to sensitivity toward conventional A1 beta-casein protein.<sup>1</sup>

A2 milk contains only the A2 type of beta-casein, which is naturally easier to digest and less likely to trigger gut inflammation or discomfort. Formulas using A2 protein sources, such as Kabrita Goat Milk and A2-based toddler drinks, are gaining popularity among parents that are seeking relief from common tummy troubles, fussiness, or skin sensitivity.<sup>2</sup>

As more parents recognise that every child's digestion is unique, A2 milk stands out as a science-backed alternative, balancing nourishment with comfort.

References: <sup>1</sup> Wang T. et al., Nutrients, 2023 – Maternal Vitamin D Status and Risk of Offspring Autism Spectrum Disorders; <sup>2</sup> European Journal of Clinical Nutrition, 2022 – Digestibility and Tolerance of Goat Milk-Based Infant Formulas; <sup>3</sup> Ministry of Health Malaysia, 2024 – National Immunisation Programme Update for Women and Infants

## What Moms Prefer in 2025?



**#Yumieon Ginreliv**  
Up to 80% of pregnant moms experience morning sickness. GinReliv is safe for G6PD individuals, vegetarian-friendly with ginger lemon flavor that relieves nausea, vomiting and digestive discomfort.



**#Blackmores Pregnancy & Breast-Feeding Gold**  
Suitable during pregnancy and post-partum, this multivitamins provides basic supplementary needs for moms.



**#Powerlife Essential Omega 3 DHA 35**  
DHA is important for brain development but high EPA must be avoided during



**#VitaminD3**  
Emerging evidence links maternal Vitamin D deficiency to neurodevelopmental concerns such as ADHD and autism spectrum traits in children.<sup>1</sup> You can't refill your baby's health if your own tank

## 2nd & 3rd Trimester

As mothers move from the second into the third trimester, their bodies enter a stage of transformation and refinement. Changes in hormones and expanding uterus can slow digestion and alter gut flora.

## 1st Trimester

While the bump may still be invisible, every cell division is setting the blueprint for the baby's brain, bones and organs, and for the mother's long-term health too.

## What Moms Prefer in 2025?



**#GKB G Pro Gold Probiotics**  
Probiotics support smoother digestion and immunity. Increase intake of fermented food or high-fibre fruits like prunes can help with bowel



**#Iberet Folic**  
Blood volume increases up to 40% demanding steady iron for oxygen delivery, especially for moms on vegetarian diets.



**#Calcium & Magnesium**  
Muscle cramps are common. A good combination of calcium, magnesium and Vitamin D3 helps maintain mineral balance, relieving muscle cramps and



**#Garden Of Eden Jojo E Stretch Mark Serum**  
Cocoa Butter & Jojoba Oil nourishes skin and improves elasticity via hydration. In the late pregnancy rapid stretching of skin demands extra care for skin.

## Postpartum & Breastfeeding: Healing with Comfort

Recovery and milk production demand more than rest, they require balanced nutrition and ergonomic support.

## +78% increase of sale The Mamanex NitezPro

The Mamanex NitezPro redefines hands-free pumping with dual-motor power, soft silicone comfort, and whisper-quiet operation, empowering mothers to express confidently, day or night. Through the MamaBe Club, mothers gain pharmacist-led lactation tips, early detection support for blocked ducts, and access to exclusive rewards.

## 92.1% customers re-purchase Yumieon Milkiss

A milk-boosting formula with natural galactagogues. This formula comes with Fenugreek, Alfalfa, Fennel Seed & Moringa, the natural milk-boosters and the addition of soy lecithin prevent blocked ducts, allowing mother to provide the best nutrition and the best milk to the baby.

## +121% increase of sales in Infanto Nipple Balm

Sore nipples are distressing. Infanto Nipple Balm can be applied to nipple after every feed. The food grade ingredient is safe for the baby while creating a protective layer to protect injured skin.



## Expert Insight

“In 2025, we observed a meaningful trend: expecting mothers are becoming more proactive in understanding their health. Vitamin D screening is now one of the top three services requested by pregnant customers, alongside HbA1c and blood pressure checks.

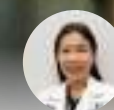
Mothers are also more informed about product safety, asking about origin, certification, and nutrient concentration.

Our goal at Alpro is to curate trusted brands that match real needs, from prenatal folic acid and multivitamin for fertility, to safe pregnancy in all 3 stages, then postpartum and breastfeeding. Alpro Pharmacy is here for all moms and babies for the first precious 1000 days.



We're deeply grateful that this commitment has been recognised with **double honours at the Parents' Choice Awards 2025**

It's heartening to see more Malaysian moms making informed, science-backed choices, not just following trends, but building healthier beginnings for their families.”



**Ph. Joelle Wong**  
Mom & Baby Category Manager

## In the Know: Flu Vaccination & Safe

With travel and viral exposure returning, flu vaccination during pregnancy has become essential. The Ministry of Health Malaysia recommends influenza, Tdap (pertussis), and COVID-19 booster vaccines for expecting and new mothers.<sup>3</sup> At Alpro, maternal vaccine uptake rose 40% in 2025, reflecting growing trust in pharmacist-led vaccination awareness.

<sup>1</sup> Wang T. et al., Nutrients, 2023 – Maternal Vitamin D Status and Risk of Offspring Autism Spectrum Disorders  
<sup>2</sup> European Journal of Clinical Nutrition, 2022 – Digestibility and Tolerance of Goat Milk-Based Infant Formulas  
<sup>3</sup> Ministry of Health Malaysia, 2024 – National Immunisation Programme Update for Women and Infants

# Sleep & Mood Matters

Prevent early, live fully  
— the new era of brain-smart aging

Sleep isn't just about rest — it's the body's nightly reset for hormones, brain detox, and emotional repair. But modern Malaysians are losing it. Surveys show that 1 in 3 adults experience poor sleep and mood swings, often tied to stress, Vitamin D deficiency, and irregular routines.

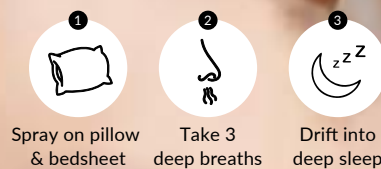
Good sleep and mood are impacting on brain health too. By 2030, the number of Malaysians aged 60 and above will cross 5.8 million, and dementia is projected to double every 20 years if



**Ph. Tan Aun Seng**  
Homecare Category Manager

Not just good sleep,  
it's **DeepSleep.**

Deep-Sleep Pillow Mist | Alpro x Puras



Spray on pillow or linen, unique blend of geranium, patchouli, orange and frankincense is perfect for working adults struggling with stress-induced sleep issues or perimenopausal women experiencing hot flushes and difficulty to sleep.



## #Trending in Malaysia

**+73%**  
growth in magnesium supplement sales (2024-2025)

**1 in 3**  
Malaysians do not have enough sleep

Top pharmacy searches:  
"sleepmist," "magnesium sleep," "natural calm"  
"sleeptips" "sleep pills"

## Stay Social, Stay Sharp.

Healthy brains thrive on connection.

Research shows that seniors who engage in social or creative activities lower their dementia risk by 30 – 40%.

That's why the Alpro Silvercare Programme brings older adults together through Silver Sneakers, a physiotherapist-led exercise and muscle strengthening session.

Join Alpro Silvercare Member and keep a Silvercare Health Bank Book for free, a pocket record for blood pressure, HbA1c, Vitamin D, and more, turning wellness into a measurable routine.

## Most Talked “Brain Food” - Lion’s Mane Mushroom

Nature’s Brain Builder for Mood, Memory & Sleep

“Our brain runs on fuel and the quality of that fuel decides how well we age. Nutrients like Omega-3 (DHA + EPA), Magnesium, B vitamins, and antioxidants help strengthen neuron connections and protect against oxidative stress.

Lion’s Mane Mushroom is one of the most talked ‘brain foods’ right now, and for good reason.”

Emerging studies show that consistent Lion's Mane intake may help support memory, focus and our mood by encouraging the neuron regeneration and reducing mild inflammation in the brain.<sup>1</sup>

It contains two key natural compounds, hericenones and erinacines that may stimulate the production of nerve growth factor (NGF), a protein essential for repairing and forming new brain connections.

When paired with Magnesium Bisglycinate (to relax the nervous system), Lion’s Mane Mushroom helps deepen slow-wave sleep.



**Dietitian Kelly Gan**  
Silvercare Project Manager

## Mood Starts in the Brain, Not the Mind.



A patented milk peptide clinically proven to lower cortisol, the stress hormone that sabotages deep sleep. “Powerlife EaseZ” is reported to be the No. 1 choice as it is non-sedative and helps calm the mind during stressful events. It combines Lactium, L-Theanine, and 5-Aminolevulinic Acid Phosphate.



Battling with recovery post surgery or intensive treatment? 86.4% customers chose “Metabolic+Recovery” that contains Lactium. In deeper stages of sleep, muscles increase in blood flow bringing along oxygen and nutrients that help in recovery. Even patients with poor digestion, Metabolic+Recovery is a good choice to allow faster recovery.



Up to 80% higher bioavailability compared to magnesium oxide or sulfate, with less diarrhoea or cramping. Studies show it may reduce nighttime awakenings and anxiety symptoms more effectively than other forms. Bisglycinate not only relaxes muscles but also soothes the nervous system, improving sleep quality and emotional stability.

### Best Seller for Brain Health Supplement in 2025: Powerlife Cognimag

91.2% customers feedback that they felt much focus after taking it within 3 months.

A good blend of Magnesium L-Threonate, Vitamin B6, L-Carnitine, and Ginkgo Biloba to help boost focus and clarity. Unlike general magnesium, this form crosses the blood-brain barrier, improving memory and resilience against stress.

It's the pharmacist recommended daily companion for those seeking sharper mornings and calmer nights.



References  
1. Department of Statistics Malaysia 2024 - Population Projection Report  
2. Nature Aging 2024 - Hericenones and Erinacines in Lion's Mane Mushroom  
3. Nature Aging 2024 - Hericenones and Erinacines in Lion's Mane Mushroom  
4. Alpro Pharmacy & Consumer Healthcare Press Release 2024 - Authenticity and BP Monitor Safety Campaign  
5. Insight Ace Analytics 2024 - Brain Training App Market Forecast

# Beat Diabetes!

Malaysia's new wellness frontier: from managing diabetes to mastering blood sugar balance.

## The Alpro Insight

Malaysia's fight against diabetes is not just clinical, it's cultural.

By combining real-time reading (#CGM Continuous Glucose Monitoring), empowering early screening tests (HbA1c via #ASAP Alpro Stands Against Prediabetes), and evidence-backed nutrition and intervention, we're reshaping how health feels: measurable, personal, and hopeful.

With one in five Malaysians living with diabetes and millions more on the edge, Blood Glucose Management has become the nation's new health currency.

When you manage your glucose curve, you manage your energy, your focus, and your future.

## Detecting Pre-Diabetes Early

Alpro's ASAP (Alpro Stands Against Prediabetes) initiative screened >60,000 nationwide in 2025 — and 1 in 3 Malaysians tested showed prediabetic levels (HbA1c 5.7–6.2%).

The good news: many are using this as a turning point, and working towards it. With intervention, more than half reverse their conditions.



**Ph. Ng Yi Ling**  
Professional Care &  
Development Manager



**Ph. Ong King Sien**  
Category Manager

## Now In Trend - CGM (Continuous Glucose Monitoring)

- 1 +175% growth in Continuous Glucose Monitor (CGM) sales in 2025.
- 2 The rise of #CGM marks a shift from reactive treatment to real-time awareness.
- 3 A small sensor on your arm connects to your phone, showing how each meal, coffee, or meeting changes your glucose.

## What consumer says?

"My CGM showed me how every meal (food choice) affects my sugar."

"I lost 3kg in 3 months just because I can choose my food better now."  
Annie Liew (45 y/o)



## Trending on Every Bowl of Rice: Prof. Slow Smart Fibre

**93.4%** customers feedback that it is an easy & effective way to manage sugar smart.

Prof. Slow Smart Fibre lowers the glycaemic index of your meal by up to 38%\*, letting Malaysians enjoy their rice, noodles, or bread with confidence. Each serving adds natural plant fiber that slows sugar release, keeps energy steady, and promotes better digestion.

## TOP 5

### Nutraceutical ingredients for glucose control in 2025

From natural extracts to smart nutrients, more Malaysians are turning to science-backed ingredients to help keep glucose steady and energy stable.

#### InnoSlim® (NLF-03 Astragalus membranaceus + Panax notoginseng)

Reducing glucose absorption from the gut, it also improves insulin sensitivity at the cellular level, enhancing glucose tolerance.

You can find this in: **Powerlife DiaTrim3** that blends InnoSlim with Forskolin and Resveratrol to modulate sugar metabolism and reduce inflammatory pathways linked to insulin resistance.



#### Cinnamon (Cinnulin™)

More than just a spice - cinnamon helps slow down how fast sugar enters your bloodstream, keeping levels stable after eating.

You can find this in: **Artemus Cinnamon Extract** and **Metabolic Sauver**



#### Vitamin D3

Vitamin D supports insulin release and overall hormone balance. Low levels are linked to higher diabetes risk. Vitamin D3 absorbs better in our body and K2 is the perfect combo with Vitamin D3.

You can find this in: **Powerlife K2D3** / **Powerlife VgD3** (suitable for



#### Alpha-Lipoic Acid (ALA)

A strong antioxidant that protects your nerves and helps your cells use glucose for energy.

You can find this in: Seeds and nuts, also when in combination with **Chromium**, it works synergistically to increase insulin sensitivity. **300mg of ALA twice daily** is an optimum consumption dose.



#### Reducose® (Mulberry Leaf Extract)

Contains 1-deoxynojirimycin (DNJ), a natural α-glucosidase inhibitor that slows carbohydrate breakdown and reduces post-meal glucose spikes. Especially for customers who love carbs, this ingredient helps.

You can find this in: **GKB Tramor** which is loved by customers who frequently have craving for carbs or eating



#### LowCarb 37 Sourdough

- Bought by 20,000 families monthly
- Only Natural Yeast
- 1.5x Protein, 40% Lower Carb



#### Prof. Slow Peanut Butter

- Pure peanut and chia seed goodness
- No added salt and sugar



#### Prof. Slow W-Cookies

Guilt-free cookies with balanced carbs and fibre



#### Metabolic DGI Protein Bar

Only 29 GI, lower than most common snacks.

