



# Emerging Opportunities in APAC's Nutra Market

**Gary Scattergood**

**Regional Head and Editor-in-Chief: APAC, William Reed**

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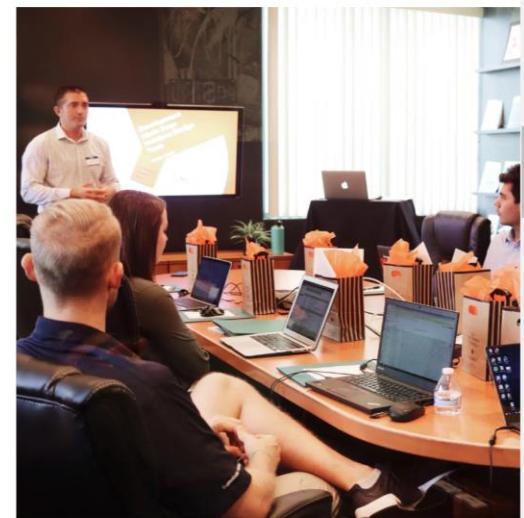
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what's trending?

# Sleep



## For the night owl: BYHEALTH reports strong sales of milk thistle, melatonin products in 11.11

By Tingmin Koe [\[link\]](#)

29-Nov-2021 - Last updated on 29-Nov-2021 at 07:14 GMT



BYHEALTH International said its GMV during this year's Double 11 was about 200 per cent higher than last year. ©Getty Images

## 'Our own norms': Singapore precision health firm AMILI launches five probiotic formulations to suit Asian microbiome

By Nurul Ain Razali [\[link\]](#)

02-May-2022 - Last updated on 02-May-2022 at 22:57 GMT

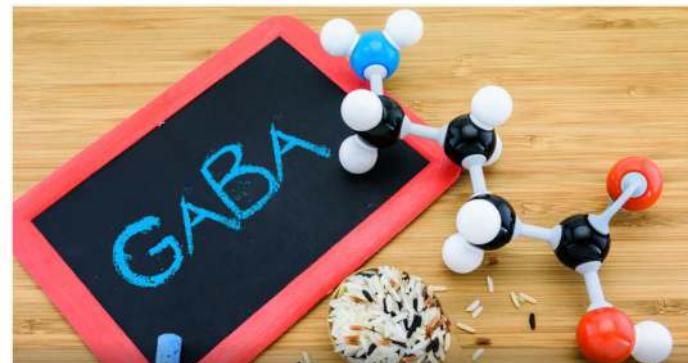


Five specific probiotic formulations for five purposes by the brand BIO & ME. © AMILI

## GABA innovation in functional foods: Ingredient added to chocolate, rice products in Japan

By Tingmin Koe [\[link\]](#)

04-May-2022 - Last updated on 04-May-2022 at 00:13 GMT



## Triple tipple: Danone's three latest healthy ageing powder drinks in China launched on Tmall, Douyin

By Tingmin Koe [\[link\]](#)

25-Jul-2022 - Last updated on 25-Jul-2022 at 01:41 GMT



Danone's latest healthy ageing SKUs have launched in China via Tmall and Douyin. ©Danone

## Not only for adults: SleepDrops on demand for babies', kids' sleep aid supplements in NZ, China

By Tingmin Koe [\[link\]](#)

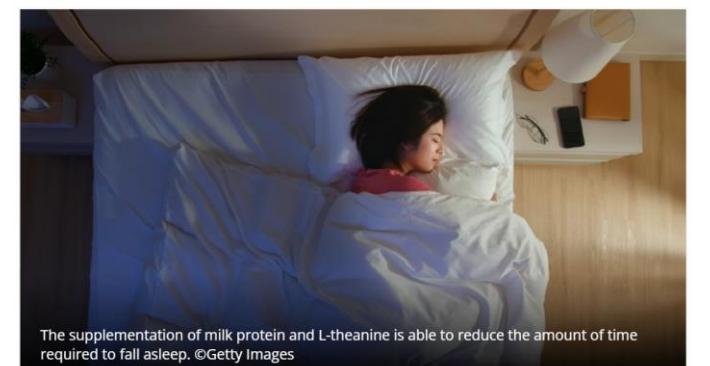
05-May-2022 - Last updated on 05-May-2022 at 04:13 GMT



## Better sleep? Milk protein and L-theanine reduces time taken to nod off – Malaysia RCT

By Tingmin Koe [\[link\]](#)

14-Mar-2022 - Last updated on 14-Mar-2022 at 01:24 GMT



The supplementation of milk protein and L-theanine is able to reduce the amount of time required to fall asleep. ©Getty Images

# Mind & Mood APAC

Interactive Broadcast Event

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# Eye Health

## Take what you need: Parents in China tier one, two cities seeking single or duo nutrient supplements – Nature's Way

By Tingmin Koe 

28-Sep-2021 - Last updated on 28-Sep-2021 at 02:48 GMT



Nature's Way has noticed that parents in tier one and two China cities are seeking specific

## Krill oil in China: Popularity growing among middle-aged consumers for CVD, eye and immune benefits

By Tingmin Koe 

06-Dec-2021 - Last updated on 07-Dec-2021 at 00:00 GMT



Krill oil supplements are gaining popularity among Chinese consumers who are 40 and above. ©Getty Images

## Long-term vision: Vitality Wellness spots growing demand for eye health supplement in ageing population, eyes reformulation opportunities

By Guan Yu Lim 

11-Feb-2021 - Last updated on 11-Feb-2021 at 10:23 GMT



## Astaxanthin supplementation improves symptoms of dry eye disease in middle-aged and elderly Chinese

By Guan Yu Lim 

07-Feb-2022 - Last updated on 07-Feb-2022 at 01:28 GMT



## Indian gateway: Blackmores outlines offline retail, local team expansion plans after e-commerce entry

By Tingmin Koe 

20-Oct-2021 - Last updated on 20-Oct-2021 at 02:01 GMT

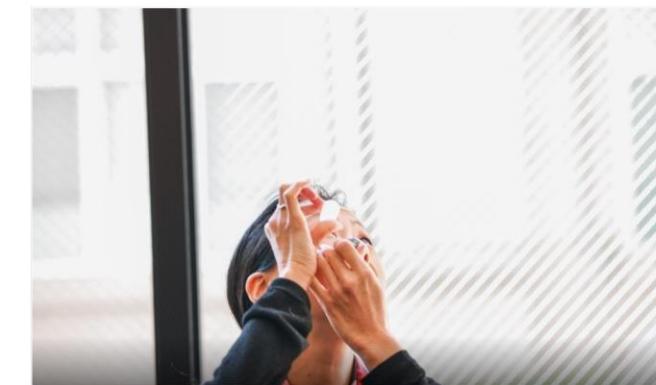


Blackmores has entered India's dietary supplement market via Amazon. ©Getty Images

## High dose of DHA omega-3 improves symptoms of dry eye, oil glands dysfunction – Korea RCT

By Tingmin Koe 

14-Dec-2021 - Last updated on 14-Dec-2021 at 01:39 GMT



# Cellular Health / Cellular Ageing



## 'The longevity pill': NMN craze in China drives sales spurt for US, Japanese, NZ brands

By Tingmin Koe 

01-Dec-2020 - Last updated on 01-Dec-2020 at 02:31 GMT



Nicotinamide mononucleotide (NMN) is colloquially known as 'the longevity pill' in China.  
©Getty Images

## Beyond NAD+ precursors: Entity Health develops sublingual NAD+ with wafer tech

By Tingmin Koe 

09-Nov-2021 - Last updated on 09-Nov-2021 at 02:23 GMT



## WATCH: China's rising awareness on NAD+ an opportunity - Chromadex CEO on Sinopharm Xingsha deal

By Tingmin Koe 

18-Oct-2021 - Last updated on 18-Oct-2021 at 02:49 GMT



## Ageing impact: NMN supplementation increases NAD levels in healthy subjects - Japan RCT

By Gary Scattergood 

23-May-2022 - Last updated on 23-May-2022 at 01:06 GMT



## Broccoli sprout for cellular health: Australia's Ora expands practitioner-grade product range

By Tingmin Koe 

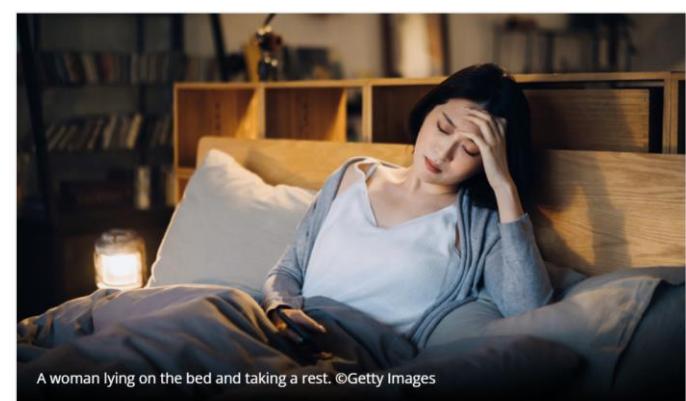
30-May-2022 - Last updated on 31-May-2022 at 02:02 GMT



## Low NAD+ levels associated with anaemia in women - BYHEALTH study

By Tingmin Koe 

30-May-2022 - Last updated on 30-May-2022 at 00:27 GMT



A woman lying on the bed and taking a rest. ©Getty Images

# Liver Health



## Next gen products: Swisse's parent firm lists five key NPD areas including immunity, healthy ageing, to mobility

By Tingmin Koe 

11-Apr-2022 - Last updated on 11-Apr-2022 at 02:10 GMT



## Probiotic R&D opportunities: Duolac singles out infant, ageing, oral, liver health potential

By Tingmin Koe 

21-Feb-2022 - Last updated on 21-Feb-2022 at 04:14 GMT



Duolac's range of products sold in Denmark.

## Claims boost? South Korea proposes ginseng for liver health and wider sources of protein

By Tingmin Koe 

16-Mar-2022 - Last updated on 16-Mar-2022 at 01:14 GMT



Ginseng is the most popular health functional food in South Korea. ©Getty Images

## Probiotic yoghurt and liver disease: Researchers embark on RCT to assess impact

By Nurul Ain Razali 

17-Mar-2022 - Last updated on 17-Mar-2022 at 01:48 GMT



## Liver and lung health: India's new supplement firm tackles 'lack' of vegan options in overlooked categories

By Tingmin Koe 

12-Jan-2022 - Last updated on 12-Jan-2022 at 01:37 GMT



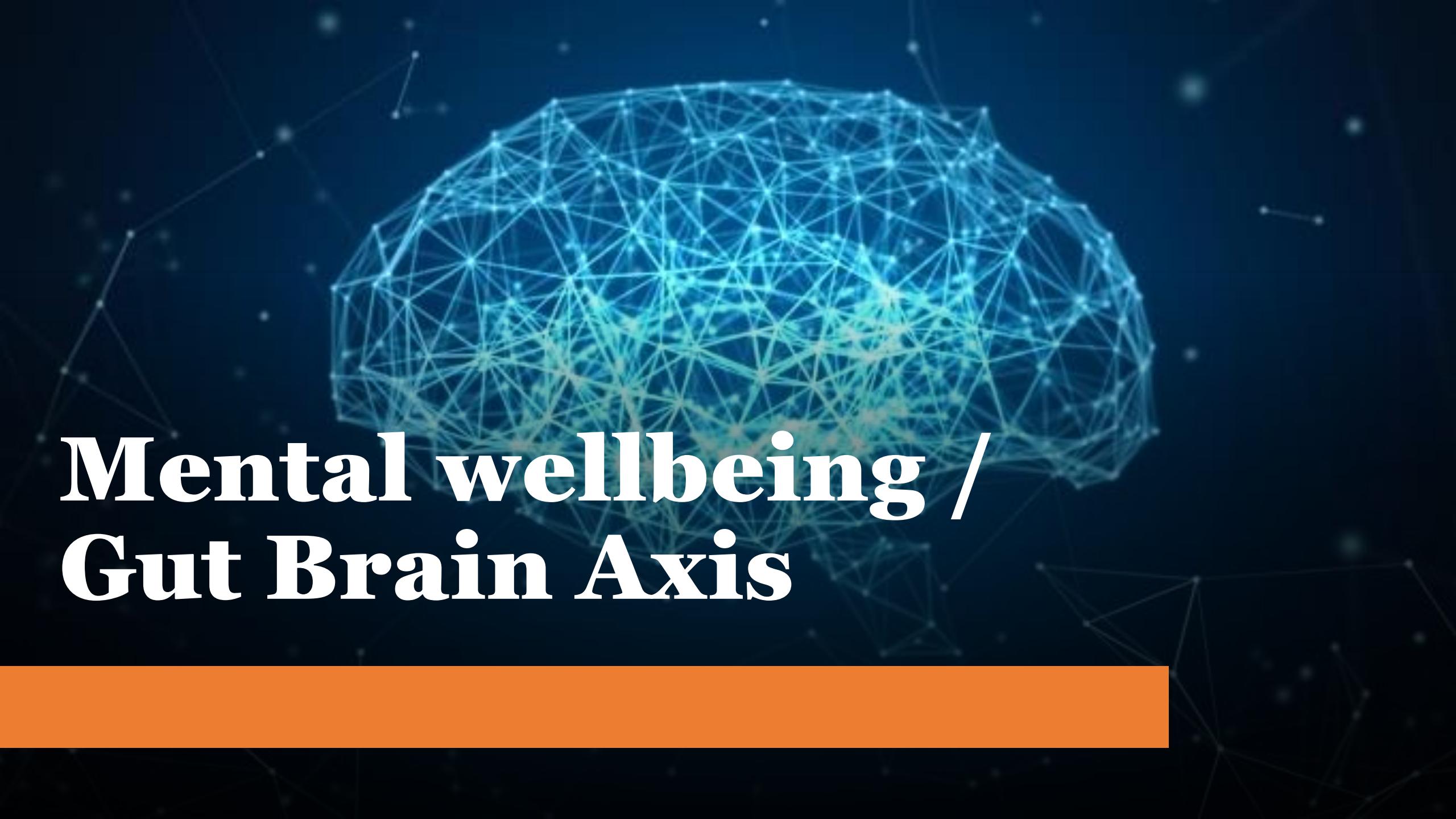
## Karallief finds statistically significant benefits for liver health blend

By Hank Schultz 

30-Nov-2021 - Last updated on 30-Nov-2021 at 18:35 GMT



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# **Mental wellbeing / Gut Brain Axis**

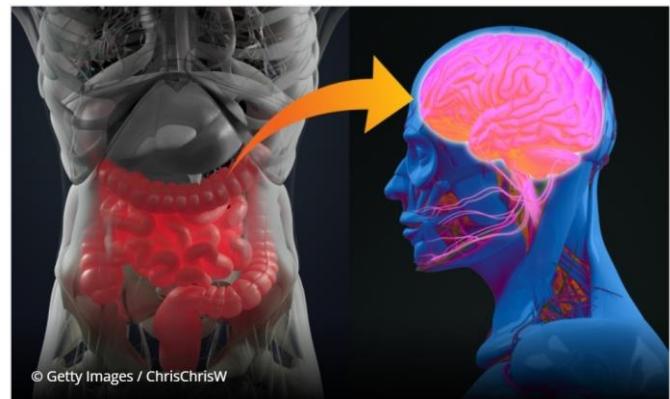
## Psychobiotics show promising avenue for mood support and beyond

By Danielle Masterson  05-Apr-2022 - Last updated on 05-Apr-2022 at 16:49 GMT



## Lallemand's psychobiotic combination may boost BDNF levels: Study

By Stephen Daniels  21-Oct-2020 - Last updated on 21-Oct-2020 at 18:35 GMT



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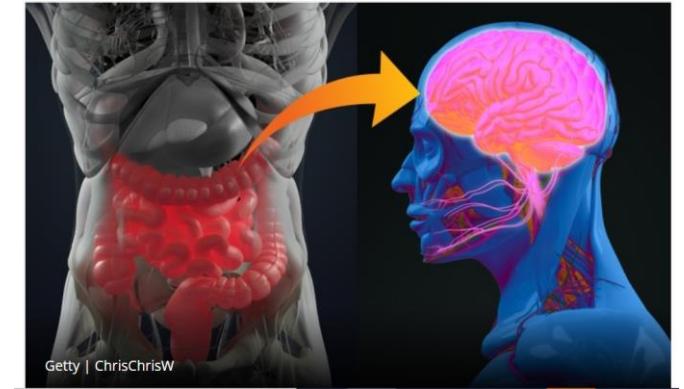
## Psychobiotics intake shows stress, insomnia and gastrointestinal relief among IT professionals - Eight-week pilot study

By Tingmin Koe  19-Apr-2021 - Last updated on 19-Apr-2021 at 01:49 GMT



## Study: Lactobacillus plantarum reduces depression and improves sleep in insomniacs

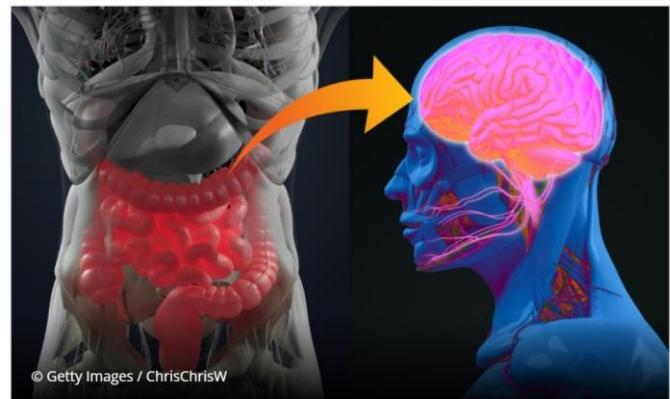
By Nikki Hancocks  23-Aug-2021 - Last updated on 23-Aug-2021 at 09:48 GMT



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## Lallemand's psychobiotic combination may boost BDNF levels: Study

By Stephen Daniels  21-Oct-2020 - Last updated on 21-Oct-2020 at 18:35 GMT



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## Paraprobiotic intake improves mental and physical symptoms of menopause: RCT

By Gary Scattergood  09-Jun-2022 - Last updated on 09-Jun-2022 at 02:14 GMT



Intake was considered to significantly alleviate various symptoms compared to placebo, said

## Can psychobiotics soothe a simmering post-happy world?

By Will Chu 05-Apr-2022 - Last updated on 05-Apr-2022 at 17:00 GMT





# Regulations: Opportunities and Threats



- Asean harmonisation
- CBD / Hemp policy
- Korean clampdowns
- China changes



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