



Emerging Opportunities in APAC's Nutra Market

Gary Scattergood

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

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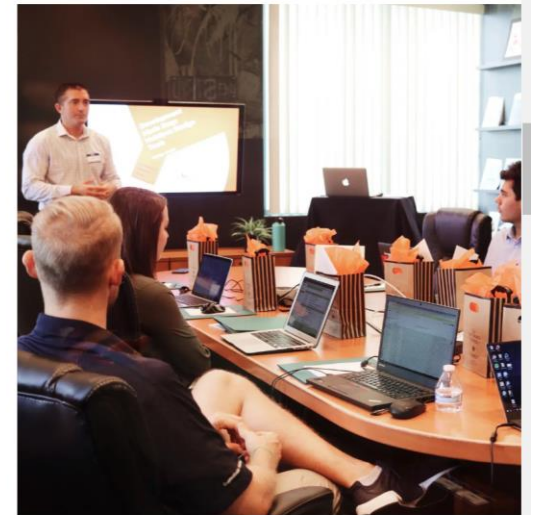
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year

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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 
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

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

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



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

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



SleepDrops caters to the needs of consumers across different age groups, from new-borns, babies, children to adults. © SleepDrops

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

By Nurul Ain Razali 
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

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

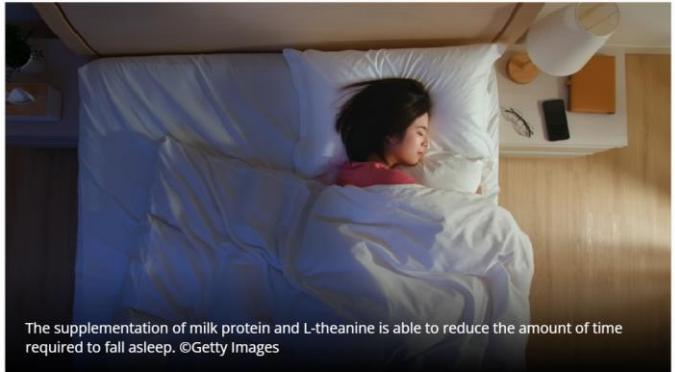
By Tingmin Koe 
25 Jul 2022 - Last updated on 25 Jul 2022 at 01:41 GMT



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

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

By Tingmin Koe 
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.

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

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

By Guan Yu Lim
11-Feb-2022 - Last updated on 11-Feb-2022 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



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

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



Rob Fried, CEO, Chromadex

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



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



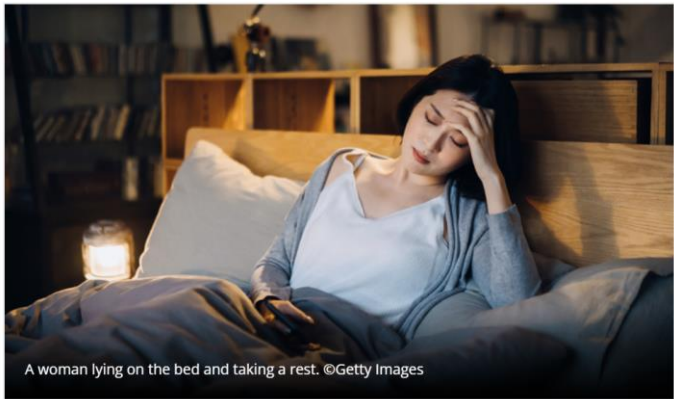
Ageing impact: NMN supplementation increases NAD levels in healthy subjects - Japan RCT

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



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.

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



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



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



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

By Tingmin Koe

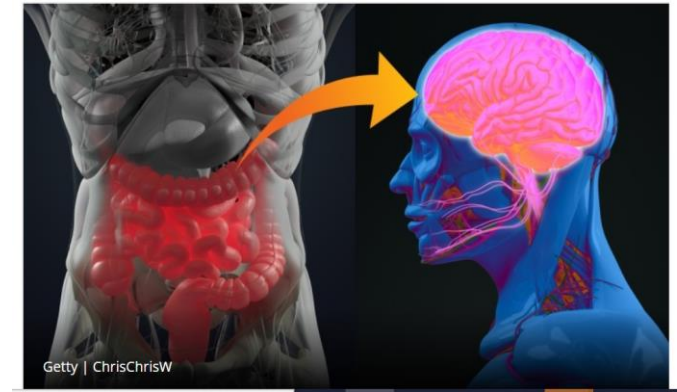
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Study: Lactobacillus plantarum reduces depression and improves sleep in insomniacs

By Nikki Hancocks

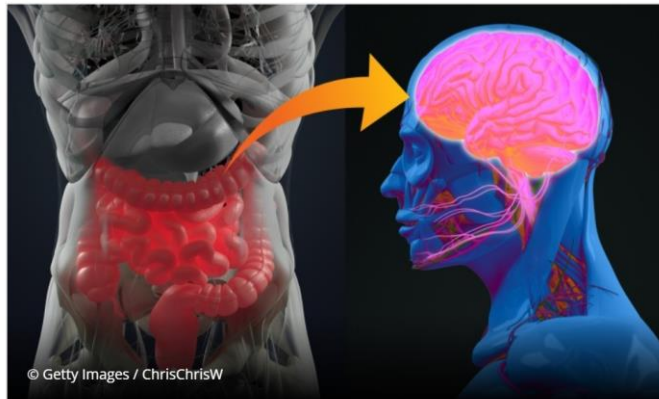
23-Aug-2021 - Last updated on 23-Aug-2021 at 09:48 GMT



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



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



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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