



Industry adoption towards change in demand related to nutrition & sustainability

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Health & Nutrition Continue to be one of the Top Priorities amongst Malaysians

High Awareness of Health Amongst Malaysians



86% of Malaysians want more control over their Health (global avg: 83%)

I need to do more to look after my:



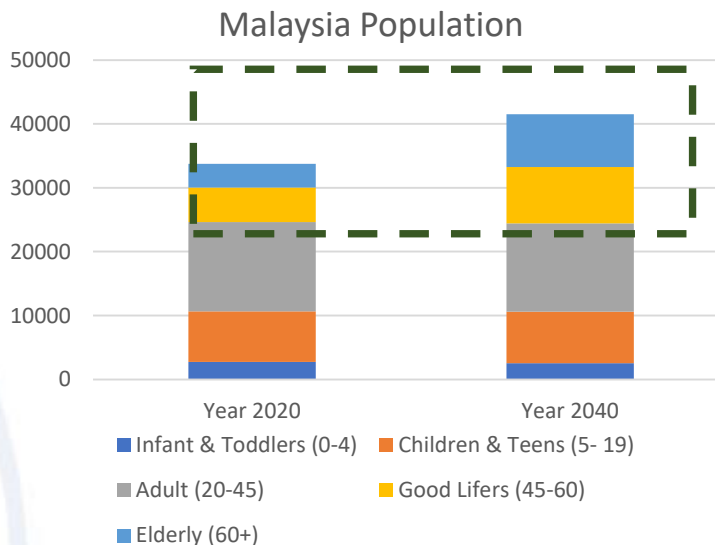
Physical Health
86%
(global avg: 86%)



Mental Health
84%
(global avg: 80%)

Source: Ipsos Global Trend 2023

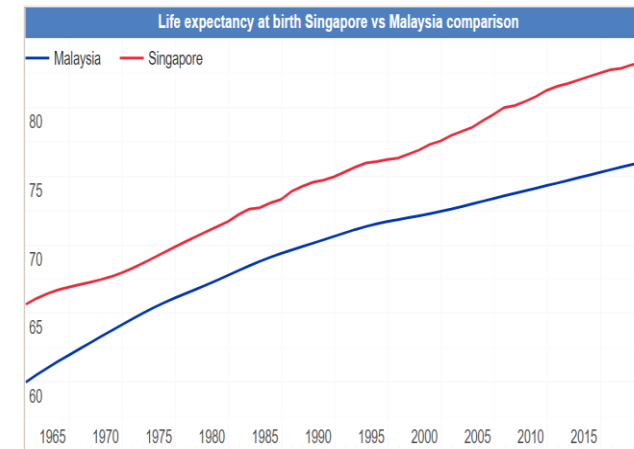
Malaysia is starting to become an aging population



By 2040, 48% of MY population will be > 40 years old

Source: www.ceicdata.com/

Average Life Expectancy continue to increase



With improved healthcare, nutrition and support, Life expectancy has been improving since the 60s creating a larger aging population

Source: Department of Statistics Malaysia 2023



Health in Malaysia: BOTH A RISK & OPPORTUNITY

Source: Malaysia National Health & Morbidity Survey (NHMS 2023)

Health concerns ↑
↓ General Well Being

Coronary Heart Disease



23% of all deaths
#1 killer



Heart Healthy

Overweight & Obesity



12.4 mio adults
54% of adult population



Healthy Weight

Physically inactive



7.6 mio adults
33% of adult population



Stay Active

Diabetes



3.6 mio adults
15.6% of adult population



Healthy Blood Glucose

Depression



1 mio adults
4.6% of adult population



Mental Alertness

Inadequate sleep



8.7 mio adults
38% of adult population



Sleep Well

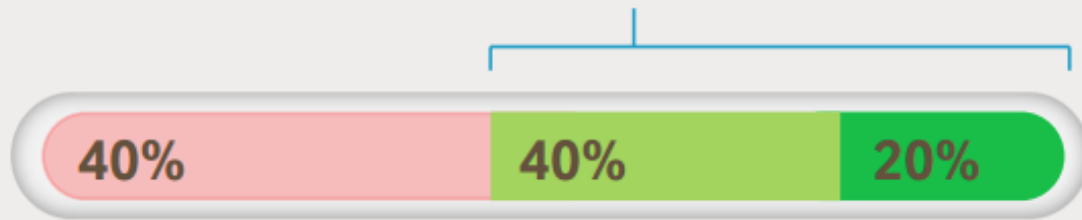
- 89% of APAC consumers claim that they will change their shopping behaviour based on health technology data
- 61% claim they will change diet to eat more functional foods
- 51% claim they would buy supplements to address

Source: Nielsen 2023



The Sustainable Consumer is now in the majority globally, but still slightly behind in ASIA

60% = \$1.14 Trillion



Eco indifferent

Consumers with little to no interest in sustainability concerns

Eco considerers

Consumers seeking convenient and cost-effective sustainable choices

Eco actives

Consumers making an active effort to act sustainably

For ASIA specific:

- 48% Mainstream Sustainable Consumer
- 52% Eco Indifferent



Industry Adoption

Less Salt/Sugar (Healthier Choices)

Enrich with Nutrients (Enriched with positive nutrients - eg: fibre, vitamins, minerals, protein etc)



- Since its initiation in 2019, FMM MAFMAG members have introduced > 430 Healthier Choice-certified products
- These products are lower in sugar or sodium than others without the certification
- Additionally, beyond healthier choice certification, member companies continue with their reformulation journey (e.g. > 200 products with reduced sugar to date)



- Recognizing the nutrient gaps of Malaysians, member companies are committed to fortify our products with important nutrients such as vitamins, minerals & fibre





Local Heritage – Affordable & Pride

Advocacy & Education – Engagement



Nestlé Chilli Club



Nestlé Paddy Club



Nescafé Grown Respectfully



Nestlé Borneo Cocoa Initiative



Strategic partnership Ministry of Economy on Inisiatif Pendapatan Rakyat- Farmer Entrepreneur Initiative (IPR-INTAN)



Nestlé for Healthy Kids Programme to educate school children on Nutrition Module



Collaborate with Ministry of Plantation and Commodity and Malaysia Cocoa Board for Kitkat Borneo

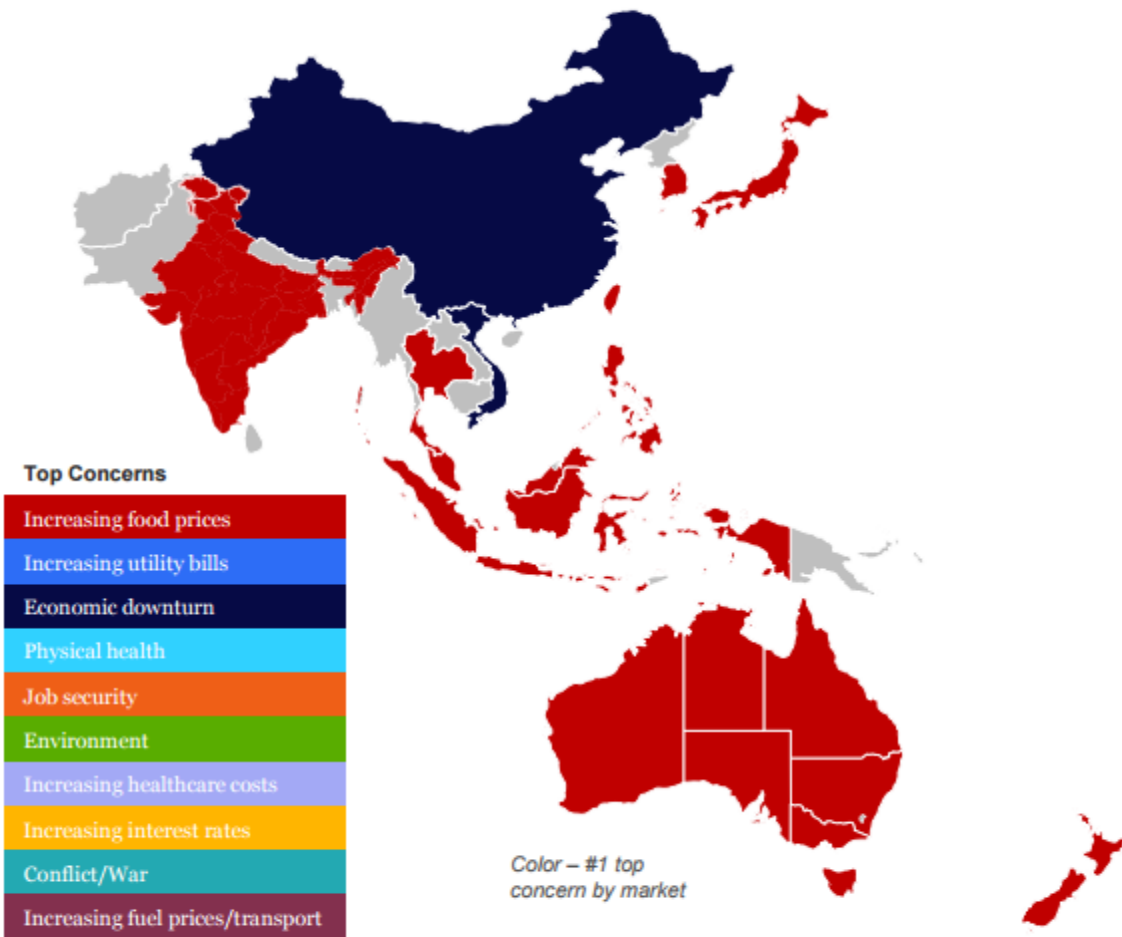


Worked with KESADAR on the NESCAFÉ Grown Respectfully programme



Strategize to address different markets' consumer concerns

Increasing food prices continues to be a top concern for APAC consumers



Country	2024		
	#1	#2	#3
Mainland China	Economy ↑	Health	Environment ↓
Hong Kong	Health ↑	Economy	Food Prices ↓
Taiwan	Food Prices ↑	Health ↓	Economy ↑
India	Food Prices	Environment ↑	Job security ↓
Malaysia	Food Prices	Economy	Utility ↑
Philippines	Food Prices	Utility	Job security ↑
Thailand	Food Prices	Utility	Economy
Vietnam	Economy	Food Prices	Health
Indonesia	Food Prices	Economy	Environment
Singapore	Food Prices	Healthcare ↑	Utility ↓
Japan	Food Prices	Utility	Health
South Korea	Food Prices	Economy	Interest rates ↑
Australia	Food Prices	Utility	Energy ↑
New Zealand	Food Prices	Utility	Energy



LOW CARBON Ingredients Purchasing



Net Zero
Future
for Dairy
Farming

