

## Reimagining the Future of Food Supplement and Nutrition in 2026

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**By John Jose, Marketing Director, Tetra Pak Malaysia, Singapore, Philippines & Indonesia (MSPI)**



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Health is no longer something consumers think about occasionally; it is something they actively manage every day. Across Asia Pacific (APAC), this shift is becoming increasingly visible, with more people taking a proactive approach to their wellbeing.

Recent insights from Tetra Pak highlight just how significant this shift is: **62 per cent of consumers in the region prioritise physical health**, while **61 per cent say they use food supplement and nutrition (FSN) products to meet their daily nutritional needs**<sup>[1]</sup>. What was once considered supplementary is now becoming part of a daily routine.

This behavioural change is unfolding alongside strong category growth. Globally, the FSN market is projected to reach approximately **\$758.99 billion by 2034**, growing at a compound **annual growth rate (CAGR) of 7 per cent**<sup>[2]</sup>. Within this, APAC stands out as a key growth region, driven by evolving lifestyles, rising health awareness, and changing consumer expectations.

As a result, FSN is no longer a niche category. It is becoming embedded in everyday consumption, reshaping how food and beverage (F&B) brands approach product development, positioning, and long-term growth.

### **From functional benefits to emotional value**

Across APAC, functional health benefits remain fundamental. At the same time, emotional reassurance, natural ingredients, and lifestyle fit are becoming increasingly important in shaping purchasing decisions.

Consumers are turning to FSN products not only to support physical health, but also to feel more in control of their wellbeing, achieve better balance, and maintain peace of mind in their daily routines. This signals a broader shift in expectations where products are valued as much for how they make consumers feel as for what they deliver functionally.

At the same time, FSN products are being integrated more seamlessly into everyday life. Nearly **48 per cent of consumers say they use these products to maintain energy levels throughout a busy day**<sup>[3]</sup>, reflecting the need for convenient solutions that support modern, on-the-go lifestyles.

This shift is also blurring the boundaries between food, beverages, and supplements. Functional benefits are increasingly delivered through familiar formats, making it easier for consumers to adopt healthier habits without significantly changing their routines.

### **A more diverse and evolving consumer landscape**

The FSN consumer base across APAC is becoming more diverse, shaped by changing demographics and expectations.

Younger consumers tend to prioritise convenience, taste, and enjoyment. They are more open to experimenting with new formats and flavours, particularly when products fit seamlessly into their daily habits.

Older consumers, on the other hand, are often more focused on long-term health and reassurance. As health concerns become more prominent with age, many seek products that support overall wellbeing, while placing greater emphasis on trust, ingredient transparency, and credibility of claims.

These differences highlight the importance of clear communication and thoughtful product design. Packaging plays a critical role not only in delivering convenience, but also in building trust through transparent labelling and clear health messaging.

### **Designing for local relevance in a diverse region**

Consumer preferences across Asia Pacific are far from uniform. Ingredients, textures, and product expectations vary significantly between markets, making localisation an essential part of success.

There is growing interest in ingredients that support digestive health and overall wellbeing, alongside continued demand for products that align with local tastes and familiar formats. Texture and sensory experience also matter; what works in one market may not resonate in another.

For F&B producers, this underscores the importance of developing products with regional nuances in mind. Investing in market-specific insights, testing, and product adaptation can help ensure offerings resonate with local consumers while reducing the risks associated with innovation.

### **Convenience as a defining growth driver**

While preferences may vary, one expectation remains consistent across APAC: convenience.

According to Tetra Pak insights, **59 per cent of consumers in the region are interested in ready-to-drink (RTD) FSN formats**. These products fit naturally into modern lifestyles, offering flexibility, portability, and ease of consumption without the

need for preparation.

Practical considerations also continue to shape behaviour. Around 21 per cent of consumers value convenience on the go, while 19 per cent look for ways to save time on meals or snacks, further reinforcing the role of FSN products as everyday solutions rather than occasional supplements.

With 63 per cent of consumers consuming FSN products as is, shelf-stable and ready-to-drink formats are particularly well positioned to meet expectations for reliability and ease. At the same time, packaging plays an increasingly important role in supporting product quality, enabling portability, and communicating key benefits.

### **How brands can capture the FSN opportunity**

For F&B producers, the continued rise of the FSN category presents a clear opportunity, but capturing it requires more than speed to market.

Consumers today expect products that genuinely support their health and fit seamlessly into their lifestyles. They are also increasingly discerning, placing greater importance on trust, transparency, and overall product experience.

This opens the door for brands to expand into new segments, whether by addressing specific life stages, tailoring products to local preferences, or developing formats that align with everyday consumption habits.

At the same time, success in this category requires careful execution. Expectations around product performance, credibility, and consistency remain high.

Collaboration therefore becomes essential. By working closely with partners across the value chain, including solution providers such as Tetra Pak, manufacturers can move more confidently from concept to commercialisation, ensuring their products are not only innovative, but also relevant and scalable.

As the FSN landscape continues to evolve, those who can balance functional benefits with emotional value, global innovation with local relevance, and convenience with trust will be best positioned to unlock long-term growth in next-generation nutrition.

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[1] APAC food market shifts to performance: Tetra Pak reveals innovation opportunities:  
<https://www.nutritioninsight.com/news/tetra-pak-apac-fsn-innovation.html>

[2] <https://www.precedenceresearch.com/nutritional-supplements-market>

[3] APAC food market shifts to performance: Tetra Pak reveals innovation opportunities:  
<https://www.nutritioninsight.com/news/tetra-pak-apac-fsn-innovation.html>