

Life-Space expands presence in Southeast Asia, via Lazada platform

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As urbanisation and economic levels continue to soar in Southeast Asia, the region has emerged as a burgeoning market for dietary supplement businesses, owing to its remarkable growth potential. Recognising this opportunity, Life-Space, a renowned brand with extensive expertise in the field of probiotics, has strategically positioned itself to cater to the evolving demands of consumers in the region.

By addressing a fundamental consumer concern of boosting immunity through probiotics for gut health, Life-Space has swiftly penetrated the Southeast Asian market via the Lazada platform. Offering a comprehensive product line tailored for all age groups, the brand has successfully challenged the conventional perception of probiotics as mere yoghurt drinks among Southeast Asians. This innovative approach has resonated with the younger generation, propelling Life-Space to become a frontrunner in its category.

The shifting attitudes of Southeast Asian residents towards nutritional supplements, spurred by the impact of the COVID-19 pandemic and an increased focus on personal health, have ushered in a new era for the industry. With an unwavering commitment to specialisation in probiotics, the Life-Space Southeast Asia team declares, "Our objective is to continuously provide targeted solutions for the diverse health issues faced by consumers in Southeast Asia." The company has already

initiated the expansion of the esteemed "Life-Space" brand in select Southeast Asian countries.