EP028

PREVALENCE OF NUTRITION INFORMATION PANEL (NIP) UTILISATION AMONG MALAYSIAN ADULTS: NHMS 2024 DESCRIPTIVE STUDY

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INTRODUCTION

The wide availability of processed foods in the Malaysian marketplace has created a nutritional environment where unhealthy choices are more prevalent.

Despite mandated Nutrition Information Panels (NIP), a significant gap persists between label awareness and actual consumer utilisation.

OBJECTIVE

To determine the **national prevalence of NIP utilisation** across **sociodemographic profiles**, **lifestyle characteristics** and **health status** among Malaysian adults.

METHODOLOGY

Secondary Data

National Health and Morbidity Survey (NHMS 2024), cross-sectional study

Study Sample

1,472 respondents (18 years & above)

NIP Utilisation

Do you read and check the nutrition facts of the food if you are buying or receiving it from others for the first time?

Data Analysis

Complex sample design analysis (SPSS 26.0)

RESULTS

31.9% or approximately **7.85M** of adults in Malaysia utilised NIP

SOCIODEMOGRAPHIC

SEX

Male 26.6% | **Female 37.7%**

AGE GROUP

18-39 **Young 39.1%** | 40-59 Middle-Aged 26.2% | 60+ Older 19.1%

EDUCATION LEVEL

No & Primary 13.7% | Secondary 18.5% | **Tertiary 20.7%**

ETHNICITY

Malay 36.4% | Chinese 26.8% | Indian 24.3% | Others 29.8%

LIFESTYLE STATUS

PHYSICAL ACTIVITY STATUS

Active 34.6% | Inactive 26.3%

HEALTH STATUS

BMI STATUS

Underweight 18.9% | Normal 33.9% | Overweight 30.3% | **Obese 34.4%**

HYPERTENSION

No 38.3% | Yes 20.5%

DIABETES

No 33.8% | Yes 20.3%

DISCUSSION & CONCLUSION

- These findings indicate that despite the Ministry of Health's mandatory requirement for nutrition labeling, actual consumer utilisation of the NIP remains suboptimal.
- Higher female NIP utilisation reflects their role as household "gatekeepers" and family caretakers, which fosters proactive health-seeking behaviors (1).
- The profound educational disparity suggests that NIP utilisation requires literacy and mathematical skills often missing in less-educated groups (2).
- Higher use among active adults indicates that regular exercise fosters a holistic, health-conscious lifestyle where nutrition labels serve as a strategic dietary guide (3).
- NIPs serve as a weight-management tool for those with obesity, yet utilisation remains unexpectedly low among diabetics and hypertensives despite the clinical need to monitor nutritional intake (4).

While NIP utilisation is driven by education and health consciousness, the low engagement among chronic disease patients highlights a critical need to simplify label formats and enhance nutritional literacy across Malaysia

ACKNOWLEDGEMENT

We would like to express our sincere thanks and appreciation to the Director General of Health, Malaysia for his permission to publish this study.

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