

Middle-East Dietary Supplement Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The Middle East dietary supplement market is projected to register a CAGR of 8.35% during the forecast period (2022 -2027).

COVID-19 has impacted the overall supplements industry, as many stores were shut down or were reducing their business hours. Many companies in this region shortened their working hours to help employees restock shelves overnight and clean stores. The consumer demand for multivitamin supplements increased during COVID-19, as customers are looking to support their overall health and immune health, boost overall wellness, and reduce anxiety. As more consumers gain awareness and experience with the online and DTC (direct to consumers) distribution models, the market is expected to witness supplement manufacturers toward online channels in the coming years.

Dietary supplements are an emerging market in the Middle East region, which is driven by growing health awareness, increasing self-medication, expansion of distribution networks, and the entrance of new brands.

The dietary supplement market has been flourishing in the region as the sports nutrition market has become more mainstream, fuelled by protein usage for sports and weight management. Additionally, increasing consumer awareness of preventative health care is contributing to the growth of the dietary supplement market in Middle-East.

MEA Dietary Supplement Market Trends

Surging Consumer Healthcare Expenditure

The Middle East region is observing a moderate increase in sales of consumer healthcare products for the past few years and is

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expected to follow the same and grow more. Over the last decade or so, healthcare expenditure has been increasing in many countries, and the Middle East and North Africa follow the same pattern mainly because of increased health awareness about health and lifestyle changes. The increase in consumer health care products is a clear indication of people becoming more concerned about their wellbeing by providing adequate nutrition to their bodies. According to Worldbank, the health care expenditure of Saudi Arabia increased from USD 48226.4 million in 2017 to USD 55410.68 million in 2021. The majority of consumers in the region are looking for immunity-boosting products such as probiotics, herbal supplements, vitamins, and minerals to control several diseases. As disease outbreaks are very common in Africa, people are gradually adopting preventive healthcare measures in terms of dietary supplements.

Probiotic Supplements Gaining Popularity

Probiotics are a driving force within the booming dietary supplement category, and people of all age groups are consuming them. However, the major consumption is observed among millennials due to the growing awareness regarding health and wellness through multi-channel publicity, which influences their consumption pattern to a large extent. Probiotic supplements represent the largest condition-specific category for mass-market retail sales in Saudi Arabia. Consumers are becoming more familiar with probiotics and their potential benefits, leading to the emergence of innovative probiotic products in various delivery formats, from gummies to functional foods. The United Arab Emirates and South Africa are two countries in the region that is likely to pick up the trend faster than other countries in the region. The significant growth of probiotics in primary countries of the Middle East is an indication of the growing dietary supplement market across the region.

MEA Dietary Supplement Market Competitor Analysis

The Middle East dietary supplements market is highly competitive with the presence of both local and international players in the market. Key players engaged in delivering dietary supplements in the Middle East region are Amway Corporation, Herbalife Nutrition, Bayer AG, GlaxoSmithKline PLC, and Vitabiotics Ltd, among others. New product launches by leading players at different price points have helped to drive the growth of the dietary supplements, appealing to those in higher income brackets, who tend to be more aware of the benefits of supplements and are better informed about product availability. Key players are embarking on mergers and acquisitions in the market to expand their portfolio and cater to the interests of local consumers and concentrate on acquiring new leadership brands.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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