

Saudi Arabia Dietary Supplements Market Report and Forecast 2023-2031

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Report description:

Saudi Arabia Dietary Supplements Market Report and Forecast 2023-2031

Saudi Arabia Dietary Supplements Market Outlook

The Saudi Arabia dietary supplements market was valued at USD 289.8 million in 2022, driven by the increasing health consciousness among consumers across the globe. The market size is anticipated to grow at a CAGR of 9.60% during the forecast period of 2023-2031 to achieve a value of USD 658.9 million by 2031.

Saudi Arabia Dietary Supplements: Introduction

The market for dietary supplements in Saudi Arabia has witnessed significant growth in recent years. Dietary supplements are products that contain vitamins, minerals, herbs, or other botanicals, amino acids, enzymes, or other ingredients intended to supplement the diet. They are consumed to support overall health, fill nutrient gaps, or address specific health concerns. The demand for dietary supplements in Saudi Arabia is driven by several factors. Firstly, there is an increasing awareness among the population about the importance of maintaining a healthy lifestyle and the role of dietary supplements in supporting overall wellness. Additionally, the rising prevalence of chronic diseases, such as obesity, diabetes, and cardiovascular diseases, has prompted individuals to seek dietary supplements as a means to manage their health.

Moreover, the growing interest in fitness and sports activities has led to a surge in demand for dietary supplements among athletes and fitness enthusiasts. These individuals often use supplements to enhance their performance, support muscle growth and recovery, and meet their nutritional needs.

Key Trends in the Saudi Arabia Dietary Supplements Market

Some key trends involved in the Saudi Arabia dietary supplements market are as follows:

- ☐ Growing Demand for Natural and Organic Supplements: There is a rising preference for natural and organic dietary supplements among consumers in Saudi Arabia. They are seeking products that are free from artificial additives, GMOs, and synthetic ingredients. Manufacturers are responding to this trend by offering a wide range of natural and organic dietary supplements to cater to consumer preferences.
- ☐ Focus on Personalized Nutrition: Consumers are increasingly looking for personalized nutrition solutions that are tailored to their

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specific needs and health goals. This trend has led to the development of customized dietary supplements that address individual nutritional deficiencies and support targeted health outcomes.

-☐E-Commerce and Online Sales Channels: The rise of e-commerce platforms and online sales channels has transformed the way dietary supplements are purchased in Saudi Arabia. Consumers now have convenient access to a wide range of products, with the option to compare prices, read reviews, and make informed purchasing decisions. Online sales have witnessed significant growth, enabling consumers to order dietary supplements from the comfort of their homes.

-☐Regulatory Developments: The Saudi Food and Drug Authority (SFDA) has implemented regulations to ensure the safety, quality, and efficacy of dietary supplements in the market. These regulations aim to protect consumer health and provide guidelines for manufacturers and distributors. Compliance with these regulations is becoming increasingly important for market players.

Saudi Arabia Dietary Supplements Market Segmentations

Market Breakup by Product Type

- ☐Vitamin
- ☐Combination Dietary Supplement
- ☐Protein
- ☐Herbal Supplement
- ☐Fish Oil and Omega Fatty Acid
- ☐Others

Market Breakup by Form

- ☐Capsules
- ☐Tablets
- ☐Powder
- ☐Soft Gels
- ☐Liquid

Market Breakup by Application

- ☐Immunity
- ☐General Health
- ☐Energy and Weight Management
- ☐Bone and Joint Health
- ☐Others

Market Breakup by Distribution Channel

- ☐Pharmacies and Drug Stores
- ☐Online
- ☐Supermarkets and Hypermarkets
- ☐Others

Market Breakup by End User

- ☐Adults
- ☐Geriatric
- ☐Pregnant Females
- ☐Children
- ☐Infants

Market Breakup by Region

- ☐Northern and Central
- ☐Western
- ☐Southern
- ☐Eastern

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The market for dietary supplements in Saudi Arabia is experiencing steady growth, driven by factors such as increasing health consciousness among consumers, a rising prevalence of chronic diseases, and a growing interest in fitness and sports activities. Dietary supplements are products that are taken orally and contain vitamins, minerals, herbs, or other ingredients intended to supplement the diet and support overall health.

Saudi Arabia has witnessed a shift in consumer behaviour, with individuals becoming more proactive in managing their health and seeking ways to enhance their well-being. This has led to a growing demand for dietary supplements as a means to fill nutrient gaps, support specific health concerns, and promote overall wellness.

Overall, the dietary supplements market in Saudi Arabia is witnessing a shift towards natural and organic products, personalized nutrition solutions, e-commerce sales channels, and stricter regulatory standards. As consumers continue to prioritize their health and well-being, the demand for dietary supplements is expected to grow, presenting opportunities for both domestic and international manufacturers in the market.

Saudi Arabia Dietary Supplements Market: Competitor Landscape

The key features of the market report include patent analysis, grants analysis, clinical trials analysis, funding and investment analysis, partnerships, and collaborations analysis by the leading key players. The major companies in the market are as follows:

- [] Bayer Saudi Arabia, LLC
- [] Procter & Gamble Company (Abudawood Group)
- [] Abbott Saudi Arabia Trading LLC
- [] Pfizer Saudi Limited
- [] Nestle S.A. (Al Muhaidib Group)
- [] Applied Nutrition Ltd. (AmCan International Group, Inc)
- [] ARKOPHARMA Laboratories Co. Ltd. (Bashir Skakib Al - Jabri & Co. Ltd.)
- [] Glanbia Performance Nutrition, Inc. (Amcan International Group)
- [] Vitabalans Oy
- [] Vytaloy wellness
- [] Glaxo Saudi Arabia Limited
- [] The Archer-Daniels-Midland Company
- [] Bionova Lifesciences Pvt. Ltd.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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*Additional insights provided are customisable as per client requirements.

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