

Middle East and Africa Dietary Supplements Market Report and Forecast 2025-2034

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Report description:

The Middle East and Africa dietary supplements market was valued at USD 4.02 Billion in 2024, driven by increasing health awareness boosts demand for nutritional supplements, and rising chronic diseases accelerate the adoption of liquid dietary supplements across the region. The market is anticipated to grow at a CAGR of 10.10% during the forecast period of 2025-2034, with the values likely to reach USD 10.52 Billion by 2034. The market benefits from expanding healthcare infrastructure and growing consumer preference for convenient nutrition. Rising prevalence of lifestyle diseases and increasing government initiatives to promote wellness support market growth during the forecast period.

Middle East and Africa Dietary Supplements Market Overview

Liquid dietary supplements are nutrient-enriched liquid products formulated to provide essential vitamins, minerals, and herbal extracts that support overall health and well-being. These supplements are preferred for their ease of consumption and faster absorption compared to conventional tablets or capsules. The dietary supplements market in Middle East and Africa is experiencing significant growth driven by rising health awareness, increasing prevalence of chronic diseases, and expanding access through diverse distribution channels. The market is poised to grow at a CAGR of 10.10% during the forecast period of 2025-2034, fueled by continuous product innovation, increased consumer demand for convenient nutrition solutions, and supportive government initiatives aimed at enhancing nutritional standards across the region.

Middle East and Africa Dietary Supplements Market Growth Drivers

Surging Diabetes Prevalence to Fuel the Growth for Dietary Supplements Market in Middle East and Africa

The rising prevalence of diabetes is a major driver of growth in the dietary supplements market. According to the Diabetes Atlas, 2025, the age-standardized ?diabetes prevalence in the region is expected to increase from 19.9% in 2024, affecting around 84.7 million people, to 22.8% in 2025, impacting approximately 162.6 million individuals. This sharp increase in diabetes cases is leading to higher demand for dietary supplements, as consumers seek effective ways to manage blood sugar levels and improve

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overall health. Consequently, the market is poised for significant expansion in the coming years.

Middle East and Africa Dietary Supplements Market Trends

The market is driven by key trends such as a rising emphasis on fortified and affordable nutrition, along with the growing use of Ashwagandha extracts in product formulations.

Growing Focus on Fortified, Affordable Nutrition to Boost Market Growth

The Middle East and Africa region is witnessing an increasing emphasis on developing fortified and cost-effective dietary supplements to combat prevalent micronutrient deficiencies such as iron deficiency anemia. Companies are innovating products that blend traditional nutrition with plant-based ingredients to meet local health demands while supporting sustainable sourcing. For instance, in October 2023, Nestle introduced a fortified ?milk and soy powder mix in Nigeria, addressing iron deficiency with locally sourced ingredients. This trend is expected to accelerate market expansion by catering to the rising need for accessible and nutritious supplements.

Increasing Incorporation of Ashwagandha Extracts to Strengthen Middle East and Africa Dietary Supplements Market Value

The market is witnessing a notable rise in the use of Ashwagandha in various supplement forms, including liquid drops, powders, capsules, and gummies. According to Operation Supplement Safety (OPSS) in its May 2025 update, Ashwagandha, ?sourced from root or leaf extracts and often marketed under trademarked ingredients such as KSM-66, Sensoril, and Shoden, is gaining traction in the Middle East and Africa, where the plant naturally grows. This trend is contributing to notable growth in the dietary supplements market across the region.

Middle East and Africa Dietary Supplements Market Segmentation

"Middle East and Africa Dietary Supplements Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

Market Breakup by Type

- Proteins and Amino Acids
- Vitamins and Minerals
- Botanicals
- Probiotics
- Others

Market Breakup by Form

- Tablets
- Powders
- Liquids
- Soft Gels
- Others

Market Breakup by Application

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- Energy and Weight Management
- Diabetes
- Anti-cancer
- Anti-aging
- Immunity
- Cardiac Health
- Others

Market Breakup by Distribution Channel

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

Market Breakup by Region

- Saudi Arabia
- United Arab Emirates
- Nigeria
- South Africa
- Others

Middle East and Africa Dietary Supplements Market Share

Energy and Weight Management to Hold Significant Value for Segmentation by Application

The market is segmented by application into energy and weight management, diabetes, anti-cancer, anti-aging, immunity, cardiac health, and others. Among these, the energy and weight management segment is expected to lead the market. This is primarily due to the increasing prevalence of obesity and overweight across the region. According to Elamin Abdelgadir FRCP et al., obesity ?with a body mass index of 30 kg/m2 or more and overweight with a body mass index of 25 kg/m2 or more remain major public health issues in the Middle East and North Africa, with recent pooled prevalence estimates of 21.2% and 33.1%, respectively. This rising health concern continues to drive demand for dietary supplements aimed at weight management and energy enhancement.

Middle East and Africa Dietary Supplements Market Analysis by Region

The dietary supplements market in Middle East and Africa encompasses key regions including Saudi Arabia, the United Arab Emirates, Nigeria, South Africa, and other countries. Among these, Saudi Arabia and the United Arab Emirates are expected to lead market growth due to rising health consciousness, increasing disposable incomes, and a growing preference for convenient nutritional products. According to Mr. Ch. Viswanathasarma et al., 2024, ?90% of the population in the UAE suffers from deficiencies in certain essential vitamins, which significantly drives the demand for dietary supplements as an effective solution to address nutritional gaps.

Leading Players in the Middle East and Africa Dietary Supplements Market

The key features of the market report comprise funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

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Nestle S.A.

Nestle S.A., headquartered in Vevey, Switzerland, was established in 1866 and is a global leader in nutrition and health science. The company offers a diverse range of liquid oral nutrition supplement s designed to support patient health, including high-protein, high-calorie, and condition-specific formulas. Nestle Health Science actively contributes to the Liquid Dietary Supplements Market by providing products that aid nutritional therapy and recovery.

Abbott Laboratories

Established in 1888 and headquartered in Abbott Park, Illinois, Abbott Laboratories is a global leader in nutrition and health care. The company offers a wide range of dietary supplements ?such as Pedialyte electrolyte solutions and Similac infant formulas. Abbott is actively involved in developing advanced nutrition products that support hydration, immune health, and dietary needs, contributing significantly to the dietary supplements market worldwide.

NOW Health Group, Inc.

NOW Health Group, Inc. is a leading natural products manufacturer known for its extensive range of dietary supplements. It was established in 1968 and is headquartered in Bloomingdale, Illinois. The company offers various liquid supplement products, including liquid vitamins and immune support formulas. NOW is actively involved in the global dietary supplements market, emphasizing quality, sustainability, and clean-label formulations.

SA Natural Products (Pty) Ltd.

Established in 1988 and headquartered in KwaZulu-Natal, South Africa, SA Natural Products (Pty) Ltd. is a leading player in the market . The company imports, produces, and distributes a range of natural health products, including Bio-Strath, Anima-Strath, and Equi-Strath herbal yeast supplements. Through its Living Naturally Academy, it also promotes education on natural remedies across Southern Africa, supporting market awareness and growth.

Other key players in the market are Nu Skin Enterprises, Inc., Procter & Gamble Co., Bayer AG, Alticor Global Holdings Inc. (Amway Corp.), Reckitt Benckiser Group Plc., Herbalife Ltd., and others.

Key Questions Answered in the Middle East and Africa Dietary Supplements Market

- What was the Middle East and Africa dietary supplements market value in 2024?
- What is the Middle East and Africa dietary supplements market forecast outlook for 2025-2034?
- What major factors aid the demand for the Middle East and Africa dietary supplements market?
- How has the market performed so far, and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major Middle East and Africa dietary supplements market trends?
- Which ingredient is expected to dominate the market segment?
- Which form is likely to dominate the market segment?
- Which application is projected to lead the market segment?
- Which distribution channel is anticipated to drive the market segment?
- Who are the key players in the Middle East and Africa dietary supplements market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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