

Middle-East And Africa Dietary Supplement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Middle-East And Africa Dietary Supplement Market Analysis

The Middle East and Africa (MEA) dietary supplement market was valued at USD 3.24 billion in 2025 and is expected to reach USD 4.42 billion by 2030, registering a CAGR of 6.37% during the forecast period. The region has witnessed a significant increase in chronic diseases, particularly diabetes, prompting governments to implement comprehensive preventive healthcare initiatives that encourage regular supplement consumption among the population. The market expansion is fundamentally driven by the rising disposable incomes across GCC countries, ongoing liberalization of retail sectors, and substantial growth in e-commerce platforms that enhance product accessibility. In response to consumer preferences, manufacturers have strategically established local production facilities within the region. Additionally, the integration of botanical ingredients in supplements has resonated strongly with local cultural values and traditional medicine practices. The market dynamics are shaped by continuous product innovation, particularly in the development of capsules and functional beverages, creating a competitive environment where established international companies and dynamic regional manufacturers actively compete to secure their market positions.

Middle-East And Africa Dietary Supplement Market Trends and Insights

Rising Burden of Chronic Diseases Drives Market Growth

The Middle East and Africa (MEA) region grapples with a significant chronic disease burden that continues to influence supplement consumption patterns. The prevalence of diabetes, affecting 17% of adults in Arab nations compared to the global average of

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11.1%, represents a substantial health challenge, with patient numbers expected to reach 80 million by 2050 . This ongoing health crisis generates consistent demand for metabolic health supplements, particularly products that help manage blood glucose levels and support cardiovascular function. The financial implications extend beyond healthcare expenses, with productivity losses amounting to USD 72 billion across the Arab region, prompting businesses and individuals to invest in preventive supplements . The widespread occurrence of cardiovascular conditions, specifically ischemic heart disease and hypertension, significantly impacts quality of life metrics across the region, creating sustained opportunities for manufacturers of heart health supplements.

Expanding Market for Plant-Based and Clean-Label Supplements

Consumer preferences are evolving toward plant-based formulations, reflecting a broader shift in health consciousness and the enduring influence of traditional medicine practices. A notable portion of supplement consumers in the United States actively choose plant-based products, with this trend expanding significantly in MEA markets where herbal remedies remain deeply rooted in cultural practices. The clean-label movement continues to gain momentum as consumers become increasingly mindful of ingredient transparency, actively seeking products free from artificial additives and synthetic compounds . This market evolution creates substantial opportunities for manufacturers to leverage regional botanical resources, particularly African legumes that provide substantial protein content and beneficial bioactive compounds for supplement development. Recent regulatory advancements, as demonstrated by China's incorporation of *Cistanche deserticola* into the 'List of Substances Traditionally Used as Both Food and TCM,' establish promising pathways for MEA botanical ingredients in the global marketplace. The convergence of environmental sustainability concerns and documented health benefits positions plant-based supplements as a significant growth segment, particularly resonating with younger consumers who prioritize both personal wellness and environmental stewardship in their purchasing decisions.

Rising Allergen Risks and Cross-Contamination Issues Limit Market Growth

Manufacturing quality issues pose significant challenges to market growth due to increased regulatory oversight and consumer awareness. A Saudi Arabian study found widespread quality deficiencies in probiotic products, with a minimal number of products verifying bacterial strains through genotypic methods, while others used less accurate phenotypic testing. Manufacturing facilities producing multiple supplement types face cross-contamination risks, particularly affecting consumers with allergies or dietary restrictions. The UAE Department of Health Abu Dhabi has highlighted that consumers often incorrectly assume dietary supplements are safe, despite potential health risks, especially when taken with medications . In Egypt, market studies have identified adulteration in herbal weight loss supplements, where manufacturers add undisclosed harmful ingredients to enhance product effectiveness, creating safety concerns. The lack of standardized safety assessment protocols across MEA countries compounds these issues, resulting in cautious consumer behavior and potential regulatory restrictions on product availability.

Other drivers and restraints analyzed in the detailed report include:

Growing Focus on Preventive Healthcare and Lifestyle Management / Accelerating Development of New Products and Ingredients / Limited Support from Healthcare Practitioners Impacts Market Adoption /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The MEA dietary supplements market demonstrates a clear consumer preference for essential nutrients, with Vitamins and Minerals capturing 66.30% of the market share in 2024. This substantial market dominance reflects the fundamental nutritional requirements across diverse population segments in the region. In parallel, the Herbal Supplements category exhibits remarkable

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growth potential, projecting an 8.08% CAGR from 2025 to 2030. This growth trajectory represents a significant shift in consumer behavior toward traditional remedies, supported by both cultural heritage preservation and mounting scientific evidence validating botanical effectiveness. Companies like Baidyanath are capitalizing on this trend by expanding their international presence with evidence-based Ayurvedic formulations specifically designed for men's and women's health needs.

The market landscape reveals robust performance across various supplement categories, with Protein and Amino Acids experiencing increased demand driven by heightened fitness consciousness and broader adoption of sports nutrition products. The Fatty Acids segment continues to expand its market presence through targeted omega-3 education initiatives that emphasize cardiovascular health benefits. Additionally, the Probiotics category demonstrates accelerated growth, primarily attributed to advancing research in gut-brain axis connections and microbiome science developments. The Middle East market, in particular, shows increasing sophistication in consumer preferences, with strong adoption of advanced multistrain probiotic formulations that address specific health concerns.

The dietary supplement market continues to evolve, with tablets maintaining a significant 31.55% market share in 2024. This dominance stems from their cost-effectiveness and consumers' familiarity with tablet consumption. Meanwhile, capsules are showing strong growth potential with a projected 7.49% CAGR from 2025 to 2030, as consumers recognize their improved bioavailability and easier swallowing benefits. The powder segment is expanding through its incorporation into functional beverages and flexible dosing options, particularly appealing to younger consumers who value personalized nutrition solutions. Despite regulatory concerns about sugar content in regions with high diabetes prevalence, gummies remain a preferred choice for children and elderly consumers who prioritize taste.

The liquid supplement segment is experiencing notable developments, particularly in ready-to-drink formats and enhanced absorption claims. For instance, iPRO's expansion of functional hydration products across Saudi Arabia addresses specific regional dehydration challenges. The market's gradual shift toward capsules reflects consumers' deeper understanding of supplement effectiveness and delivery methods. This trend creates opportunities for manufacturers to distinguish their products through advanced encapsulation technologies and targeted-release formulations, focusing on optimizing nutrient absorption while minimizing digestive side effects.

The Middle-East and Africa Dietary Supplement Market is Segmented by Product Type (Vitamin and Mineral, Herbal Supplements and More), Form (Tablets, Capsules, and More), End User (Infants/Children, Adults, and More), Health Benefits (General Health, Bone and Joint Health, and More), Distribution Channel (Supermarkets/Hypermarkets, Online Stores and More), and Geography. The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Amway Corporation / Herbalife Nutrition Ltd / Bayer AG / Vitabiotics Ltd / GlaxoSmithKline plc / NOW Foods / SA Natural Products Ltd / Nestle SA / Nordic Naturals Inc / Jamieson Wellness Inc / Aspen Pharmacare Holdings Ltd / Adcock Ingram Holdings / Dis-Chem Group / Blackmores Ltd / The Nature's Bounty Co. / Abbott Laboratories / PharmaCare Laboratories / Gulf Pharmaceutical Industries (Julphar) / Mega Lifesciences PCL / Pfizer Inc /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
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Table of Contents:

1 INTRODUCTION

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1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising Burden of Chronic Diseases Drives Market Growth

4.2.2 Expanding Market for Plant-Based and Clean-Label Supplements

4.2.3 Growing Focus on Preventive Healthcare and Lifestyle Management

4.2.4 Accelerating Development of New Products and Ingredients

4.2.5 Increasing Demand for Personalized Dietary Solutions

4.2.6 Consumer Preference for Easy-to-Use Supplement Formats

4.3 Market Restraints

4.3.1 Rising Allergen Risks and Cross-Contamination Issues Limit Market Growth

4.3.2 Supply Chain Challenges Due to Environmental and Sustainability Requirements

4.3.3 Limited Support from Healthcare Practitioners Impacts Market Adoption

4.3.4 Market Share Constraints from Traditional Medicine

4.4 Supply Chain Analysis

4.5 Regulatory Outlook

4.6 Porter's Five Forces

4.6.1 Threat of New Entrants

4.6.2 Bargaining Power of Buyers/Consumers

4.6.3 Bargaining Power of Suppliers

4.6.4 Threat of Substitute Products

4.6.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Product Type

5.1.1 Vitamins and Minerals

5.1.2 Herbal Supplements

5.1.3 Protein and Amino Acids

5.1.4 Fatty Acids

5.1.5 Probiotics

5.1.6 Enzymes

5.1.7 Other Product Types

5.2 By Form

5.2.1 Tablets

5.2.2 Capsules

5.2.3 Powders

5.2.4 Gummies

5.2.5 Liquids

5.2.6 Others

5.3 By End-User

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- 5.3.1 Infants/Children
- 5.3.2 Adults
- 5.3.3 Pregnant Women
- 5.3.4 Elderly
- 5.4 By Health Benefits
 - 5.4.1 General Health
 - 5.4.2 Bone and Joint Health
 - 5.4.3 Gut Health
 - 5.4.4 Immune Health
 - 5.4.5 Heart Health
 - 5.4.6 Beauty Supplements
 - 5.4.7 Others
- 5.5 By Distribution Channel
 - 5.5.1 Supermarkets/Hypermarkets
 - 5.5.2 Pharmacies and Drug Stores
 - 5.5.3 Online Retail Stores
 - 5.5.4 Other Distribution Channels
- 5.6 By Geography
 - 5.6.1 United Arab Emirates
 - 5.6.2 Saudi Arabia
 - 5.6.3 Oman
 - 5.6.4 Qatar
 - 5.6.5 Bahrain
 - 5.6.6 Kuwait
 - 5.6.7 South Africa
 - 5.6.8 Egypt
 - 5.6.9 Nigeria
 - 5.6.10 Iraq
 - 5.6.11 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials (if available), Strategic Information, Market Rank/Share, Products and Services, Recent Developments)
 - 6.4.1 Amway Corporation
 - 6.4.2 Herbalife Nutrition Ltd
 - 6.4.3 Bayer AG
 - 6.4.4 Vitabiotics Ltd
 - 6.4.5 GlaxoSmithKline plc
 - 6.4.6 NOW Foods
 - 6.4.7 SA Natural Products Ltd
 - 6.4.8 Nestle SA
 - 6.4.9 Nordic Naturals Inc
 - 6.4.10 Jamieson Wellness Inc
 - 6.4.11 Aspen Pharmacare Holdings Ltd

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- 6.4.12 Adcock Ingram Holdings
- 6.4.13 Dis-Chem Group
- 6.4.14 Blackmores Ltd
- 6.4.15 The Nature's Bounty Co.
- 6.4.16 Abbott Laboratories
- 6.4.17 PharmaCare Laboratories
- 6.4.18 Gulf Pharmaceutical Industries (Julphar)
- 6.4.19 Mega Lifesciences PCL
- 6.4.20 Pfizer Inc

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

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