

# **Middle East Ashwagandha Supplements Market Size, Share & Trends Analysis Report By Form (Capsules, Tablets & Pills, Powder, Liquid), By Distribution Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy), By Country, And Segment Forecasts, 2025 - 2033**

<https://marketpublishers.com/r/MD5AE19454B7EN.html>

Date: October 2025

Pages: 100

Price: US\$ 5,950.00 (Single User License)

ID: MD5AE19454B7EN

## **Abstracts**

The Middle East ashwagandha supplements market size was estimated at USD 19.9 million in 2024 and is anticipated to reach USD 36.7 million by 2033, growing at a CAGR of 7.1% from 2025 to 2033. This can be attributed to rising adoption of herbal supplements, consumer demand for natural remedies for sleep, stress, immunity, and overall wellness and expanding distribution channels in the region.

In the Middle East, the ashwagandha market price has been progressively increasing as demand rises for herbal and wellness supplements. Dependence on imports, limited local production, and growing health awareness are driving higher prices, while traditional forms remain comparatively affordable.

The ashwagandha supplements market in the Middle East is growing as more consumers turn to natural and herbal remedies for stress management, sleep support, and overall wellness. The long-standing tradition of using herbal medicine in the region has helped boost acceptance of adaptogenic herbs such as ashwagandha, aligning with the increasing focus on preventive and holistic health.

Economic growth is playing a major role in expanding the ashwagandha market in the Middle East. In countries such as the UAE, Saudi Arabia, and Qatar, higher disposable incomes and rapid urbanization are making wellness and premium herbal products

more accessible to a wider audience. Consumers are increasingly opting for capsules, powders, and functional blends from brands such as Goli Nutrition, NOW Foods, and Gaia Herbs, often willing to pay extra for reliable and effective products, which has encouraged companies to launch region-specific and innovative offerings.

Better distribution channels are also helping the market grow. Online retailers such as iHerb Middle East, e-commerce sites such as Amazon.ae, and retail stores including Boots UAE have made ashwagandha supplements easier to access, even though local production is limited and imports dominate. Along with rising awareness about herbal wellness, these factors support the steady growth of the ashwagandha market across the Middle East.

### Middle East Ashwagandha Supplements Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the industry trends in each of the sub-segments from 2021 to 2033. For the purpose of this study, Grand View Research has segmented the Middle East ashwagandha supplements market report on the basis of form, distribution channel, and country:

#### Form Outlook (Revenue, USD Million, 2021 - 2033)

Capsules

Tablets & Pills

Powder

Liquid

Others

#### Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hospital Pharmacy

Retail Pharmacy

Online Pharmacy

Country Outlook (Revenue, USD Million, 2021 - 2033)

Saudi Arabia

UAE

Egypt

Kuwait

Oman

**This report can be delivered to the clients within 5 Business Days**

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