

# Middle East Energy Gels Market Size, Share & Trends Analysis Report By Product (Carbohydrate, Isotonic/Electrolyte, Caffeinated), By Flavor, By Application, By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2033

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## Abstracts

### Summary

The Middle East energy gels market size was valued at USD 26.4 million in 2024 and is projected to reach USD 45.6 million by 2033, growing at a CAGR of 6.4% from 2025 to 2033. The growth of the market is fueled by a growing number of people participating in endurance sports and an increasing interest in structured fitness programs.

There is also an increased awareness of the advantages of quick-energy nutrition, along with the wider availability of global sports-nutrition brands in major cities of the region. As more individuals take part in activities such as long-distance running, cycling, and outdoor adventures, the demand for energy gels continues to grow in the region. Innovation has become an key driver in the Middle East energy gels market, as companies are presenting clean formulations, improved texture, and heat-stable gels suited for the region's high-temperature conditions. The region has a wide availability of major international brands through online retail channels such as Amazon.ae, Noon, and Carrefour UAE, which offer convenient purchasing options with delivery across the region. Events such as the Dubai Marathon and Cape Town Cycle Tour also support the market growth by bringing exposure to the energy gels, which helps consumers to experience newer gel technologies.

The growth of the market is also supported by increased brand engagement through sports events, retailers, and partnerships with running and cycling communities

throughout the Middle East. Major international brands such as GU Energy, Science in Sport (SiS), and others often present their products at big endurance events, where they offer samples and provide guidance regarding fueling techniques. For instance, many nutrition companies have begun participating in Ironman 70.3 races held in Bahrain, where they get an opportunity to present energy gels to competitive and recreational athletes. Expansion of these events and local distributors is helping to raise awareness and promote the adoption of energy gels across the region.

## Middle East Energy Gels Market Report Segmentation

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

Middle East Energy Gels Market, Product Outlook (Revenue, USD Million, 2021 - 2033)

Carbohydrate Gels

Isotonic/Electrolyte Gels

Caffeinated Gels

Middle East Energy Gels Market, Flavor Outlook (Revenue, USD Million, 2021 - 2033)

Flavored

Citrus & Tangy Flavors

Berry & Tropical Fruit Flavors

Coffee Flavors

Dessert-Inspired (Vanilla, Chocolate, Salted Caramel Flavors, etc.)

Others (Neutral/Classic Flavors, etc.)

Unflavored

Middle East Energy Gels Market, Application Outlook (Revenue, USD Million, 2021 - 2033)

Endurance Sports and Activities

Military and Defense

Middle East Energy Gels Market, Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Online

Company-Owned Websites

Third-Party Aggregators

Offline

Hypermarket/Supermarket

Sports & Fitness Stores

Others (Retail Pharmacy Stores, etc.)

Middle East Energy Gels Market, Regional Outlook (Revenue, USD Million, 2021 - 2033)

Middle East

Bahrain

Kuwait

Oman

Qatar

Saudi Arabia

UAE

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