

Middle East Vitamin Supplements Market Size, Share & Trends Analysis Report By Type (Multivitamin, Vitamin A), By Form (Powder, Tablets), By Distribution Channel (Offline, Online), By Country, Key Companies And Competitive Analysis And Segment Forecasts, 2026 - 2033

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Abstracts

The Middle East vitamin supplements market size was estimated at USD 1,183.7 million in 2025 and is projected to reach USD 2,209.0 million by 2033, growing at a CAGR of 8.3% from 2026 to 2033. The regional growth of vitamin supplements in the Middle East has been driven by rising lifestyle-related health concerns, particularly deficiencies associated with limited sun exposure, sedentary work patterns, and dietary imbalances.

Health-conscious consumer behavior, reinforced by post-pandemic preventive care priorities, is also driving the growth of the Middle East vitamin supplements industry. Government health reports in GCC countries, including the UAE Ministry of Health's statements on the prevalence of vitamin D deficiency (2021-2023), have highlighted widespread micronutrient gaps in adult populations. This policy-level visibility has positioned vitamins as a preventive health tool, encouraging pharmacies and FMCG retailers to expand their assortments of multivitamins, vitamin D, vitamin C, and iron-based supplements. As a result, greater consumer awareness has been stimulated through physician recommendations, pharmacy consultations, and national wellness programs.

There has been an increase in consumer demand for immunity-support vitamins, particularly vitamin C and multivitamin complexes. This shift has been accompanied by corporate communications from global players such as Haleon (Centrum) and Bayer

(Supradyn), which reported increased traction in Middle Eastern markets between 2022 and 2024. As consumers adopt consistent daily-wellness routines, vitamins have been repositioned as essential household products rather than discretionary purchases.

Digital transformation has supported an accelerated shift toward hybrid retail models and omnichannel purchasing, which has become a defining market trend. Leading e-commerce platforms, such as Noon, Amazon UAE, and Talabat Mart, have expanded their supplement assortments and delivery capabilities, enabling higher product accessibility.

Moreover, there has been significant growth in online orders for vitamins and immunity-support products, reflecting consumer preferences for rapid delivery and subscription-enabled convenience. This digital adoption has been further boosted by the region's young, mobile-savvy demographic profile, resulting in increased market traction for online-exclusive vitamin brands.

Another notable trend has been premiumization and clinical-quality positioning, influenced by rising disposable income in GCC markets and increased trust in science-backed formulations. Companies with strong clinical credibility, such as Solgar, NOW Foods, and Thorne, have expanded their GCC retail footprints through partnerships with regional distributors.

Growing consumer interest in clean-label vitamins, third-party testing, and evidence-based claims is driving the market growth. This premium shift has also been reflected in the proliferation of imported supplements across UAE and Saudi specialty retailers, where consumer preference leans toward U.S. and European nutraceutical brands.

Local and regional manufacturers have also increasingly adopted innovation-focused strategies, driving market penetration. UAE-based companies have launched plant-based, sugar-free gummy vitamins and specialized formulations for women's health, as noted in recent product announcements by Pharmalife UAE and Wellness Arabia.

Government initiatives supporting local manufacturing, such as Saudi Arabia's Vision 2030 industrial diversification roadmap, have further encouraged supplement producers to build or expand regional facilities. As a result, the market has seen an uplift in locally made vitamins that appeal to cultural preferences, halal certification requirements, and affordability considerations.

Middle East Vitamin Supplements Market Report Segmentation

This report forecasts revenue growth at the regional 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 this study, Grand View Research has segmented the Middle East vitamin supplements market report based on the type, form, distribution channel, and country.

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

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin E

Vitamin K

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

Powder

Tablets

Capsules

Softgels

Gummies

Others

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

Offline

Pharmacies & Drugstores

Hypermarkets/Supermarkets

Others

Online

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

Saudi Arabia

UAE

Qatar

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