

Saudi Arabia Dietary Supplements Market Size, Share & Trends Analysis Report By Ingredient (Single Ingredient, Multi-ingredients), By Application, By End-use, By Form, By Type, By Distribution Channel, And Segment Forecasts, 2026 - 2033

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Abstracts

The Saudi Arabia dietary supplements market size was estimated at USD 1,081.9 million in 2025 and is projected to reach USD 2,373.1 million by 2033, growing at a CAGR of 10.4% from 2026 to 2033. Growth in the Saudi Arabia dietary supplements market has been driven by the Kingdom's accelerated shift toward preventive healthcare.

The Saudi Ministry of Health's annual wellness initiatives highlighted nutrition awareness programs to reduce chronic disease prevalence. The demographic structure, characterized by a young, urban, digitally engaged population, has contributed to high supplement experimentation rates, while increasing disposable income levels have enabled greater spending on imported and premium nutraceutical brands.

The increasing use of dietary supplements among athletes in Saudi Arabia is driving the growth of the KSA dietary supplements market. In Saudi Arabia, a 2024 survey of adult athletes attending fitness centers found that 73.9% reported using dietary supplements (DS), primarily to address self-reported perceived vitamin/mineral deficiencies (62.0%) and to enhance energy availability (45.8%). The most frequently reported DS ingredients used by the responded were vitamins and minerals (77.3%), followed by fish oils (57.3%) and proteins (42.7%).

Moreover, population expansion in Saudi Arabia has been recognized as a fundamental catalyst for increasing demand within consumer-health categories, including dietary

supplements. The national population has been viewed as a direct contributor to the enlargement of the total addressable consumer base. The national population of Saudi Arabia is reported at more than 35 million in 2024 by the General Authority for Statistics, and 42 million to 44 million people are expected to be living in Saudi Arabia by 2033.

Saudi Arabia Dietary Supplements Market Report Segmentation

This report forecasts revenue growth at country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the Saudi Arabia dietary supplements market report on the basis of product, ingredient, type, form, application, end-user, and distribution channel.

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

Single Ingredient

Multiple Ingredients/Blends

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

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

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

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

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

OTC

Prescribed

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

Energy & Weight Management

General Health

Bone & Joint Health

Gastrointestinal Health

Immunity

Cardiac Health

Diabetes

Anti-cancer

Lungs Detox/Cleanse

Skin/ Hair/ Nails

Sexual Health

Brain/Mental Health

Insomnia

Menopause

Anti-aging

Prenatal Health

Others

End-user Outlook (Revenue, USD Million, 2021 - 2033)

Adults

Millennials

Male

Female

Pregnant Women

Non-pregnant Women

Gen X

Male

Female

Pregnant Women

Non-pregnant Women

Gen Z

Male

Female

Pregnant Women

Non-pregnant Women

Boomers

Male

Female

Geriatric

Children

Infants

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

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

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

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

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

OTC

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

Prescribed

Vitamin

Multivitamin

Vitamin A

Vitamin B

Vitamin C

Vitamin D

Vitamin K

Vitamin E

Botanicals

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Others (selenium, chromium, copper)

Proteins & Amino Acids

Collagen

Others

Fibers & Specialty Carbohydrates

Omega Fatty Acids

Probiotics

Prebiotics & Postbiotics

Others

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

OTC

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

Prescribed

Tablets

Capsules

Soft Gels

Powders

Gummies

Liquid

Others

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

Adults

Millennials

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen X

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Gen Z

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

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Others

Online

Prescribed

Offline

Online

Boomers

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Geriatric

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Children

OTC

Offline

Hypermarkets/Supermarkets

Pharmacies

Specialty Stores

Direct Sales (MLM)

D2C

Practitioner

Others

Online

Prescribed

Offline

Online

Infants

OTC

Offline

Hypermarkets/Supermarkets

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Prescribed

Offline

Online

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13.1.1.2. Botanicals

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13.1.1.3.2. Potassium

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- 13.1.1.7. Probiotics
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