

UAE Complementary And Alternative Medicine Market Size, Share & Trends Analysis Report By Intervention (Traditional Alternative Medicine/Botanicals, Mind Healing), By Application, By Target Audience, Distribution Channel, And Segment Forecasts, 2024 - 2030

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Abstracts

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UAE Complementary And Alternative Medicine Market Growth & Trends

The UAE complementary and alternative medicine market size is anticipated to reach USD 6.62 billion by 2030, registering a CAGR of 11.94% from 2024 to 2030, according to a new report by Grand View Research, Inc. The market is experiencing significant growth, primarily driven by the rising incidence of chronic diseases and increased healthcare spending. The growing awareness among physicians and patients about chronic diseases is a major factor contributing to market expansion. More people are turning to CAM therapies, such as yoga, meditation, acupuncture, and wellness therapies, which are now widely available in yoga studios, meditation centers, spas, and wellness parlors across the region. Government support and the endorsement of multinational firms highlight the importance of wellness medicine.

Online platforms, such as Takalam, which offer counseling services to improve mental well-being, also reflect this trend. A study conducted in Ajman revealed that 57% of adults used CAM, mainly for managing chronic conditions. This preference for CAM therapies to address issues like anxiety, stress, and chronic diseases indicates strong market growth potential. In addition, including alternative therapies in basic health

insurance plans, such as Dubai's Essential Benefits Plan, makes CAM services more accessible and supports market expansion. Globally, there has been a rise in demand for alternative services, practitioners, and modalities. The shift towards spirituality and acceptance of alternative healing practices have positively influenced market growth, leading to greater acceptance and legitimacy of various CAM therapies.

In UAE, the concurrent use of CAM and allopathic medicine is becoming more common, especially for managing serious conditions, such as cancer, diabetes, and HIV. Many traditional and complementary medicine providers integrate CAM and allopathic professionals, including traditional Chinese medicine (TCM) practitioners, into their practice. Government initiatives play a crucial role in the industry growth. Increased funding and the establishment of government facilities help reduce capital costs, leading to an expansion in the number of facilities offering CAM services. The government also actively promotes medical tourism, attracting individuals from various regions seeking top-tier alternative medical treatments. Health promotion and disease prevention initiatives, such as free screenings for breast cancer and the National Prediabetes and Diabetes Screening campaign, highlight the UAE's commitment to preventive healthcare and support market growth.

However, the lack of clinical data and empirical evidence for many spiritual and belief-based CAM practices poses a significant challenge to their acceptance and integration into mainstream healthcare systems. This gap in scientific validation can hinder the growth and adoption of these practices, particularly in environments where evidence-based medicine is prioritized. Practices like electromagnetic therapy, Reiki, and chakra balancing, and sensory healing techniques like aromatherapy and sound healing are difficult to measure scientifically, complicating their validation in clinical settings. In UAE, healthcare policies and reimbursement decisions are often guided by the availability of clinical trials and randomized controlled trials that demonstrate the efficacy and safety of interventions. Without such data, CAM practices face hurdles in gaining acceptance and coverage under insurance schemes. Addressing these challenges through scientific research and data will be essential for the sustained growth and broader acceptance of CAM practices.

UAE Complementary And Alternative Medicine Market Report Highlights

On the basis of intervention, the body healing segment held the largest revenue share in 2023 due to increased demand for physiotherapy among all age groups and rising awareness about the benefits of physiotherapy

On the basis of application, the psychological condition segment held the largest revenue share in 2023 and is anticipated to grow at the fastest CAGR over the forecast period. The segment growth can be attributed to the increasing incidence of psychological conditions and high demand for CAM therapies

On the basis of target audience, the market is further segmented into age, income levels, and gender. On the basis of age, the 15- to 64-year-old segment held the largest revenue share in 2023 due to the high population under this age group

On the basis of distribution channels, the direct sales (direct channels/offline) segment dominated the market in 2023 owing to the entry of new health & wellness centers and growing disposable income levels

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Segment Definitions
 - 1.2.1. Product
 - 1.2.2. Application
 - 1.2.3. End Use
 - 1.2.4. Regional scope
 - 1.2.5. Estimates and forecasts timeline
- 1.3. Research Methodology
- 1.4. Information Procurement
 - 1.4.1. Purchased database
 - 1.4.2. GVR's internal database
 - 1.4.3. Secondary sources
 - 1.4.4. Primary research
 - 1.4.5. Details of primary research
 - 1.4.5.1. Data for primary interviews in North America
 - 1.4.5.2. Data for primary interviews in Europe
 - 1.4.5.3. Data for primary interviews in Asia Pacific
 - 1.4.5.4. Data for primary interviews in Latin America
 - 1.4.5.5. Data for primary interviews in MEA
- 1.5. Information or Data Analysis
 - 1.5.1. Data analysis models
- 1.6. Market Formulation & Validation
- 1.7. Model Details
 - 1.7.1. Commodity flow analysis (Model 1)
 - 1.7.2. Approach 1: Commodity flow approach
 - 1.7.3. Volume price analysis (Model 2)
 - 1.7.4. Approach 2: Volume price analysis
- 1.8. List of Secondary Sources
- 1.9. List of Primary Sources
- 1.10. Objectives

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segment Outlook

- 2.2.1. Product
- 2.2.2. Application
- 2.2.3. End Use
- 2.2.4. Regional outlook
- 2.3. Competitive Insights

CHAPTER 3. UAE COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Lineage Outlook
 - 3.1.1. Parent market outlook
 - 3.1.2. Related/ancillary market outlook
- 3.2. Market Dynamics
 - 3.2.1. Market driver analysis
 - 3.2.1.1. Growing awareness about wellness medicine
 - 3.2.1.2. Growing recognition and coverage
 - 3.2.1.3. Government initiatives and changing regulatory status.
 - 3.2.1.4. Demographic changes are driving the demand.
 - 3.2.2. Market restraint analysis
 - 3.2.2.1. Lack of clinical data
 - 3.2.2.2. Lack of insurance coverage
- 3.3. UAE Complementary and Alternative Medicine Market Analysis Tools
 - 3.3.1. Industry Analysis - Porter's
 - 3.3.1.1. Supplier power
 - 3.3.1.2. Buyer power
 - 3.3.1.3. Substitution threat
 - 3.3.1.4. Threat of new entrant
 - 3.3.1.5. Competitive rivalry
 - 3.3.2. PESTEL Analysis
 - 3.3.2.1. Political landscape
 - 3.3.2.2. Technological landscape
 - 3.3.2.3. Economic landscape
 - 3.3.2.4. Pricing Analysis
 - 3.3.3. Pricing Analysis

CHAPTER 4. UAE COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET: INTERVENTION ESTIMATES & TREND ANALYSIS

- 4.1. UAE Complementary and Alternative Medicine Market, By Intervention: Key

Takeaways

4.2. UAE Complementary and Alternative Medicine Market: Intervention Movement & Market Share Analysis, 2023 & 2030

4.3. Traditional Alternative Medicine & Botanicals

4.3.1. UAE Traditional alternative medicine & botanicals Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.2. Naturopathic medicine

4.3.2.1. Naturopathic Medicine Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.3. Homeopathy

4.3.3.1. Homeopathy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.4. Traditional Chinese medicine

4.3.4.1. Traditional Chinese Medicine Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.5. Traditional Arabic medicine

4.3.5.1. Traditional Arabic Medicine Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.6. Ayurveda

4.3.6.1. Ayurveda Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.3.7. Other

4.3.7.1. Other Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4. Mind Healing

4.4.1. UAE Mind Healing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4.2. Hypnotherapy

4.4.2.1. Hypnotherapy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4.3. Neuro-linguistic Programming

4.4.3.1. UAE Neuro-linguistic Programming Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4.4. Transcendental Meditation

4.4.4.1. UAE Transcendental Meditation Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4.5. Transcendental Meditation

4.4.5.1. UAE Transcendental Meditation Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.4.6. Psychotherapy

4.4.6.1. UAE Psychotherapy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5. Body Healing

4.5.1. UAE Body Healing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.2. Acupuncture

4.5.2.1. Middle East Acupuncture Market Estimates and Forecasts, 2018 - 2030
(USD Million)

4.5.3. Chiropractic

4.5.3.1. Middle East Chiropractic Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.4. Kinesiology

4.5.4.1. Middle East Kinesiology Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.5. Reflexology

4.5.5.1. Middle East Reflexology Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.6. Yoga

4.5.6.1. Middle East Yoga Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.7. Massage Therapy

4.5.7.1. Middle East Yoga Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.8. Physiotherapy

4.5.8.1. Middle East Yoga Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.9. Osteopathy

4.5.9.1. Middle East Yoga Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.5.10. Breathwork

4.5.10.1. Middle East Yoga Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.6. External Energy

4.6.1. Middle East External Energy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.6.2. Electromagnetic Therapy

4.6.2.1. Middle East Electromagnetic Therapy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.6.3. Reiki

4.6.3.1. Middle East Reiki Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.6.4. Chakra Healing

4.6.4.1. Middle East Chakra Healing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.7. Sensory Healing

4.7.1. Sensory Healing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.7.2. Aromatherapy

4.7.2.1. Aromatherapy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

4.7.3. Sound Healing

4.7.3.1. Sound Healing Market Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 5. UAE COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

5.1. UAE Complementary and Alternative Medicine Market, By Application: Key Takeaways

5.2. UAE Complementary and Alternative Medicine Market: Application Movement & Market Share Analysis, 2022 & 2030

5.3. Psychological Condition

5.3.1. UAE Psychological Condition Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.3.2. Stress, Anxiety, and Depression

5.3.2.1. UAE Psychological Condition Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.3.3. Addiction Recovery

5.3.3.1. UAE Addiction Recovery Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4. Pain

5.4.1. UAE Pain Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4.2. Body Pain

5.4.2.1. UAE Body Pain Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4.3. Head Ache

5.4.3.1. UAE Head Ache Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.4.4. Others

5.4.4.1. UAE Others Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5. Women's Health

5.5.1. UAE Women's Health Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5.2. Menstrual Health

5.5.2.1. UAE Menstrual Health Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5.3. Pregnancy

5.5.3.1. UAE Pregnancy Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5.4. Menopause

5.5.4.1. UAE Menopause Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.5.5. Others

5.5.5.1. UAE Others Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.6. Men's Health

5.6.1. Middle East Men's Health Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.7. Musculoskeletal Issues

5.7.1. Middle East Musculoskeletal Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.8. Infertility

5.8.1. Middle East Infertility Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.9. Weight Management & Obesity

5.9.1. Middle East Weight Management & Obesity Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.10. Immune & Autoimmune Issues

5.10.1. Middle East Immune & Autoimmune Issues Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.11. Cardiovascular Diseases (Heart and Circulatory Issues)

5.11.1. Middle East Cardiovascular Diseases (Heart and Circulatory Issues) Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.12. Diabetes

5.12.1. Middle East Diabetes Market Estimates and Forecasts, 2018 - 2030 (USD Million)

5.13. Others

5.13.1.1. Middle East Others Market Estimates and Forecasts, 2018 - 2030 (USD Million)

CHAPTER 6. UAE COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET: TARGET AUDIENCE ESTIMATES & TREND ANALYSIS

6.1. Target Audience Market Share, 2023 & 2030

6.2. Segment Dashboard

6.3. Target Audience Market by Source Outlook

6.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following

6.4.1. Age

6.4.1.1. Market estimates and forecasts 2018 to 2030 (USD Million)

6.4.1.2. Below 14-year-old

- 6.4.1.2.1. Market estimates and forecasts 2018 to 2030 (USD Million)
- 6.4.1.3. 15- to 64-year-old
 - 6.4.1.3.1. Market estimates and forecasts 2018 to 2030 (USD Million)
- 6.4.1.4. 65 and above
 - 6.4.1.4.1. Market estimates and forecasts 2018 to 2030 (USD Million)
- 6.4.2. Income Levels
 - 6.4.2.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.4.2.2. Lower Income
 - 6.4.2.2.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.4.2.3. Middle Income
 - 6.4.2.3.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.4.2.4. Higher Income
 - 6.4.2.4.1. Market estimates and forecasts 2018 to 2030 (USD Million)
- 6.4.3. Gender
 - 6.4.3.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.4.3.2. Male
 - 6.4.3.2.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 6.4.3.3. Female
 - 6.4.3.3.1. Market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 7. UAE COMPLEMENTARY AND ALTERNATIVE MEDICINE MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Market Share, 2023 & 2030
- 7.2. Segment Dashboard
- 7.3. Distribution Channel Market by Source Outlook
- 7.4. Market Size & Forecasts and Trend Analyses, 2018 to 2030 for the following
 - 7.4.1. Direct Sales (Direct Channels/Offline)
 - 7.4.1.1. Market estimates and forecasts 2018 to 2030 (USD Million)
 - 7.4.2. Distance Correspondence (e-Channels/Online)
 - 7.4.2.1. Market estimates and forecasts 2018 to 2030 (USD Million)

CHAPTER 8. COMPETITIVE LANDSCAPE

- 8.1. Recent Developments & Impact Analysis, By Key Market Participants
- 8.2. Company/Competition Categorization
- 8.3. Vendor Landscape
 - 8.3.1. List of key distributors and channel partners
 - 8.3.2. Key customers

8.3.3. Key company market share analysis, 2023

8.3.4. Home of Wellness

- 8.3.4.1. Company overview
- 8.3.4.2. Financial performance
- 8.3.4.3. Intervention benchmarking
- 8.3.4.4. Strategic initiatives

8.3.5. Emirates European Medical Centre

- 8.3.5.1. Company overview
- 8.3.5.2. Financial performance
- 8.3.5.3. Intervention benchmarking
- 8.3.5.4. Strategic initiatives

8.3.6. TCMSH Middle East Ltd. Terms Ltd.

- 8.3.6.1. Company overview
- 8.3.6.2. Financial performance
- 8.3.6.3. Intervention benchmarking
- 8.3.6.4. Strategic initiatives

8.3.7. Oasis Care Ayurveda

- 8.3.7.1. Company overview
- 8.3.7.2. Financial performance
- 8.3.7.3. Intervention benchmarking
- 8.3.7.4. Strategic initiatives

8.3.8. HeliumDoc

- 8.3.8.1. Company overview
- 8.3.8.2. Financial performance
- 8.3.8.3. Intervention benchmarking

8.3.9. Okadoc Technologies FZ-LLC

- 8.3.9.1. Company overview
- 8.3.9.2. Financial performance
- 8.3.9.3. Intervention benchmarking
- 8.3.9.4. Strategic initiatives

8.3.10. Hakkini

- 8.3.10.1. Company overview
- 8.3.10.2. Financial performance
- 8.3.10.3. Intervention benchmarking
- 8.3.10.4. Strategic initiatives

8.3.11. ZennMore

- 8.3.11.1. Company overview
- 8.3.11.2. Financial performance
- 8.3.11.3. Intervention benchmarking

- 8.3.11.4. Strategic initiatives
- 8.3.12. Nabta Health
 - 8.3.12.1. Company overview
 - 8.3.12.2. Financial performance
 - 8.3.12.3. Intervention benchmarking
 - 8.3.12.4. Strategic initiatives
- 8.3.13. Mediclinic Middle East
 - 8.3.13.1. Company overview
 - 8.3.13.2. Financial performance
 - 8.3.13.3. Intervention benchmarking
 - 8.3.13.4. Strategic initiatives

CHAPTER 9. CONCLUSION AND ANALYST PERSPECTIVE

List Of Tables

LIST OF TABLES

Table 1 List of key distributors and channel partners

Table 2 List of key emerging companies'/technology disruptors/innovators

Table 3 UAE Complementary and Alternative Medicine Market, by Intervention, 2018 - 2030 (USD Million)

Table 4 UAE Complementary and Alternative Medicine Market, by Application, 2018 - 2030 (USD Million)

Table 5 UAE Complementary and Alternative Medicine Market, by Target Audience, 2018 - 2030 (USD Million)

Table 6 UAE Complementary and Alternative Medicine Market, by Distribution Channel, 2018 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Market research process
- Fig. 2 Information Procurement
- Fig. 3 Primary Research Pattern
- Fig. 4 Market Research Approaches
- Fig. 5 Value Chain-Based Sizing & Forecasting
- Fig. 6 Market Formulation & Validation
- Fig. 7 UAE Complementary and Alternative Medicine Market Segmentation
- Fig. 8 Market Snapshot, 2023
- Fig. 9 Market Trends & Outlook
- Fig. 10 Market Driver Relevance Analysis (Current & Future Impact)
- Fig. 11 Market Restraint Relevance Analysis (Current & Future Impact)
- Fig. 12 Market Challenge Relevance Analysis (Current & Future Impact)
- Fig. 13 SWOT Analysis, By Factor (Political & Legal, Economic and Technological)
- Fig. 14 Porter's Five Forces Analysis
- Fig. 15 Market Penetration Vs Growth Prospect Mapping, 2023
- Fig. 16 UAE Complementary and Alternative Medicine Market, : Intervention Movement Analysis
- Fig. 17 UAE Complementary and Alternative Medicine Market, for Traditional Alternative Medicine & Botanicals, 2018 - 2030 (USD Million)
- Fig. 18 UAE Complementary and Alternative Medicine Market, for Naturopathic medicine, 2018 - 2030 (USD Million)
- Fig. 19 UAE Complementary and Alternative Medicine Market, for Traditional Chinese medicine, 2018 - 2030 (USD Million)
- Fig. 20 UAE Complementary and Alternative Medicine Market, for Traditional Arabic medicine, 2018 - 2030 (USD Million)
- Fig. 21 UAE Complementary and Alternative Medicine Market, for Mind Healing, 2018 - 2030 (USD Million)
- Fig. 22 UAE Complementary and Alternative Medicine Market, for Hypnotherapy, 2018 - 2030 (USD Million)
- Fig. 23 UAE Complementary and Alternative Medicine Market, for Neuro-linguistic Programming, 2018 - 2030 (USD Million)
- Fig. 24 UAE Complementary and Alternative Medicine Market, for Transcendental Meditation, 2018 - 2030 (USD Million)
- Fig. 25 UAE Complementary and Alternative Medicine Market, for Body Healing, 2018 -

2030 (USD Million)

Fig. 26 UAE Complementary and Alternative Medicine Market, for Acupuncture, 2018 - 2030 (USD Million)

Fig. 27 UAE Complementary and Alternative Medicine Market, for Chiropractic, 2018 - 2030 (USD Million)

Fig. 28 UAE Complementary and Alternative Medicine Market, for Kinesiology, 2018 - 2030 (USD Million)

Fig. 29 UAE Complementary and Alternative Medicine Market, for Reflexology, 2018 - 2030 (USD Million)

Fig. 30 UAE Complementary and Alternative Medicine Market, for Yoga, 2018 - 2030 (USD Million)

Fig. 31 UAE Complementary and Alternative Medicine Market, for External Energy Healing, 2018 - 2030 (USD Million)

Fig. 32 UAE Complementary and Alternative Medicine Market, for Electromagnetic therapy, 2018 - 2030 (USD Million)

Fig. 33 UAE Complementary and Alternative Medicine Market, for Reiki, 2018 - 2030 (USD Million)

Fig. 34 UAE Complementary and Alternative Medicine Market, for Chakra, 2018 - 2030 (USD Million)

Fig. 35 UAE Complementary and Alternative Medicine Market, for Sensory Healing, 2018 - 2030 (USD Million)

Fig. 36 UAE Complementary and Alternative Medicine Market, for Aromatherapy, 2018 - 2030 (USD Million)

Fig. 37 UAE Complementary and Alternative Medicine Market, for Sound Healing, 2018 - 2030 (USD Million)

Fig. 38 UAE Complementary and Alternative Medicine Market, Application Movement Analysis

Fig. 39 UAE Complementary and Alternative Medicine Market, for Psychological Condition, 2018 - 2030 (USD Million)

Fig. 40 UAE Complementary and Alternative Medicine Market, for Stress, Anxiety, and Depression, 2018 - 2030 (USD Million)

Fig. 41 UAE Complementary and Alternative Medicine Market, for Addiction Recovery, 2018 - 2030 (USD Million)

Fig. 42 UAE Complementary and Alternative Medicine Market, for Pain, 2018 - 2030 (USD Million)

Fig. 43 UAE Complementary and Alternative Medicine Market, for Body Pain, 2018 - 2030 (USD Million)

Fig. 44 UAE Complementary and Alternative Medicine Market, for Head Ache, 2018 - 2030 (USD Million)

Fig. 45 UAE Complementary and Alternative Medicine Market, for Others, 2018 - 2030 (USD Million)

Fig. 46 UAE Complementary and Alternative Medicine Market, for Women's Health, 2018 - 2030 (USD Million)

Fig. 47 UAE Complementary and Alternative Medicine Market, for Menstrual Health, 2018 - 2030 (USD Million)

Fig. 48 UAE Complementary and Alternative Medicine Market, for Pregnancy, 2018 - 2030 (USD Million)

Fig. 49 UAE Complementary and Alternative Medicine Market, for Menopause, 2018 - 2030 (USD Million)

Fig. 50 UAE Complementary and Alternative Medicine Market, for Others, 2018 - 2030 (USD Million)

Fig. 51 UAE Complementary and Alternative Medicine Market, for Men's Health, 2018 - 2030 (USD Million)

Fig. 52 UAE Complementary and Alternative Medicine Market, for Musculoskeletal Issues, 2018 - 2030 (USD Million)

Fig. 53 UAE Complementary and Alternative Medicine Market, for Infertility, 2018 - 2030 (USD Million)

Fig. 54 UAE Complementary and Alternative Medicine Market, for Weight Management & Obesity, 2018 - 2030 (USD Million)

Fig. 55 UAE Complementary and Alternative Medicine Market, for Immune and Autoimmune Issues, 2018 - 2030 (USD Million)

Fig. 56 UAE Complementary and Alternative Medicine Market, for Cardiovascular Diseases (Heart and Circulatory Issues), 2018 - 2030 (USD Million)

Fig. 57 UAE Complementary and Alternative Medicine Market, for Pregnancy, 2018 - 2030 (USD Million)

Fig. 58 UAE Complementary and Alternative Medicine Market, for Diabetes, 2018 - 2030 (USD Million)

Fig. 59 UAE Complementary and Alternative Medicine Market, for Other Applications, 2018 - 2030 (USD Million)

Fig. 60 UAE Complementary and Alternative Medicine Market, for Age, 2018 - 2030 (USD Million)

Fig. 61 UAE Complementary and Alternative Medicine Market, for Below 14-year-old, 2018 - 2030 (USD Million)

Fig. 62 UAE Complementary and Alternative Medicine Market, for 15- to 64-year-old, 2018 - 2030 (USD Million)

Fig. 63 UAE Complementary and Alternative Medicine Market, for 65 and above, 2018 - 2030 (USD Million)

Fig. 64 UAE Complementary and Alternative Medicine Market, for Income Levels, 2018

- 2030 (USD Million)

Fig. 65 UAE Complementary and Alternative Medicine Market, for Lower Income, 2018 - 2030 (USD Million)

Fig. 66 UAE Complementary and Alternative Medicine Market, for Middle Income, 2018 - 2030 (USD Million)

Fig. 67 UAE Complementary and Alternative Medicine Market, for Higher Income, 2018 - 2030 (USD Million)

Fig. 68 UAE Complementary and Alternative Medicine Market, for Gender, 2018 - 2030 (USD Million)

Fig. 69 UAE Complementary and Alternative Medicine Market, for Male, 2018 - 2030 (USD Million)

Fig. 70 UAE Complementary and Alternative Medicine Market, for Female, 2018 - 2030 (USD Million)

Fig. 71 UAE Complementary and Alternative Medicine Market, for E-distribution, 2018 - 2030 (USD Million)

Fig. 72 UAE Complementary and Alternative Medicine Market, for Direct Sales (direct channels/offline), 2018 - 2030 (USD Million)

Fig. 73 UAE Complementary and Alternative Medicine Market, for Distance Correspondence (e-channels/online), 2018 - 2030 (USD Million)

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