

# **Saudi Arabia Weight Loss Market Report by Diet (Supplements, Meals, Beverages), Equipment (Fitness Equipment, Surgical Equipment), Service (Fitness Centers and Health Clubs, Consulting Service, Surgical Clinics, Online Weight Loss Programs, and Others), Gender (Men, Women), Age Group (Consumer Between 31 to 60 Years of Age, Consumer Between 15 to 30 Years, Consumers with Age More Than 60 Years, Consumers Below 15 Years) 2024-2032**

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## **Abstracts**

The Saudi Arabia weight loss market size reached US\$ 1.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.5 Billion by 2032, exhibiting a growth rate (CAGR) of 6% during 2024-2032.

In Saudi Arabia, the demand for weight loss services has experienced a healthy growth owing to the escalating obesity rates in the country. The prevalence of overweight and obesity have been increasing with industrial development, which in Saudi Arabia is related to the significant growth in incomes resulting from the rich deposits of oil reserves and the resultant impact of rapid urbanization and improved living conditions.

Catalysed by westernisation and urbanisation, dietary habits and lifestyles in Saudi Arabia have been changing over the past few decades. Rising number of international fast food chains, reduced physical activity and increasing consumption of processed foods, etc. have been catalysing the prevalence of overweight and obesity in the region. The country now has one of the highest obesity rates in the world with the prevalence being higher in women compared to men.

### Saudi Arabia Weight Loss Market Drivers:

The growing awareness among the consumers regarding unhealthy eating and lifestyle habits including lack of exercise, eating late at night, high-fat diets, etc. have created a huge demand for weight management products, thereby impelling the weight loss market in Saudi Arabia.

The initiatives and educational campaigns by the Saudi Arabian government regarding the ongoing rise in obesity rates and related illnesses, such as joint problems, diabetes, cardiovascular diseases, high blood pressure, cancer and metabolic syndrome is supporting the growth of the weight loss market.

With elevating incomes, improving healthcare infrastructure and medical advancements, consumers are increasingly opting for weight loss surgeries such as gastric bypass, liposuction, biliopancreatic diversion, etc.

### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Saudi Arabia weight loss market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on diet, equipment, service, gender and age group.

### Breakup by Diet:

Supplements

Meals

Beverages

On the basis of diet, supplements, such as protein shakes, capsules, tablets, etc., dominate the weight loss market in Saudi Arabia.

### Breakup by Equipment:

Fitness Equipment

Cardio Vascular Equipment

Strength Training Equipment

Others

Surgical Equipment

Minimally Invasive/Bariatric Equipment

Non-Invasive Equipment

Based on the equipment, the market has been segregated into fitness equipment and surgical equipment. Fitness equipment includes cardio vascular and strength training equipment, whereas surgical equipment includes minimally invasive/bariatric equipment and non-invasive equipment.

#### Breakup by Service:

- Fitness Centers and Health Clubs
- Consulting Service
- Surgical Clinics
- Online Weight Loss Programs
- Others

On the basis of services, fitness centers and health clubs lead the Saudi Arabia weight loss market.

#### Breakup by Gender:

- Men
- Women

Based on gender, the report finds that men dominate the overall market.

#### Breakup by Age Group:

- Consumer Between 31 to 60 Years of Age
- Consumer Between 15 to 30 Years
- Consumers with Age More Than 60 Years
- Consumers Below 15 Years

On the basis of age group, consumers between 31 to 60 years account for the largest market share.

#### Competitive Landscape:

The report has also analysed the competitive landscape of the Saudi Arabia weight loss market and provides the profiles of the key players.

This report provides a deep insight into the Saudi Arabia weight loss market covering all its essential aspects. This ranges from macro overview of the market to micro details of

the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Saudi Arabia weight loss market in any manner.

### Key Questions Answered in This Report

1. What was the size of the Saudi Arabia weight loss market in 2023?
2. What is the expected growth rate of the Saudi Arabia weight loss market during 2024-2032?
3. What has been the impact of COVID-19 on the Saudi Arabia weight loss market?
4. What are the key factors driving the Saudi Arabia weight loss market?
5. What is the breakup of the Saudi Arabia weight loss market based on the diet?
6. What is the breakup of the Saudi Arabia weight loss market based on the equipment?
7. What is the breakup of the Saudi Arabia weight loss market based on the service?
8. What is the breakup of the Saudi Arabia weight loss market based on the gender?
9. What is the breakup of the Saudi Arabia weight loss market based on the age group?

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