

Egypt Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplement, Protein, Herbal Supplement, Fish Oil & Omega Fatty Acid, and Others), By Form (Capsules, Tablets, Powder, Soft Gels, Liquid), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, and Others), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, and Others), By End User (Adults, Geriatric, Pregnant Females, Children, Infants), By Region, Competition, Forecast & Opportunities, 2028F

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Abstracts

Egypt Dietary Supplements market is expected to register a formidable growth in the coming years. This can be attributed to the growing health consciousness among the population, which is driving the growth of Egypt Dietary Supplements Market. People are more aware of the benefits of taking dietary supplements to support their overall health and wellbeing. Additionally, the middle class in Egypt is growing, and with it, the demand for dietary supplements. As people's disposable incomes increase, they are more willing to spend money on dietary supplements to improve their health and wellbeing.

Egypt has an aging population, and as people age, they may require more nutritional support to maintain their health. This has led to an increased demand for dietary supplements among older adults. According to the Central Agency for Public Mobilisation and Statistics (CAPMAS), the elderly population in Egypt reached 6.5

million in 2019, of which 3.5 million were males and 3 million were females. The growing geriatric population, which is susceptible to various diseases and requires nutritional support, is expected to increase the demand for dietary supplements in the country, thereby supporting the growth of Egypt dietary supplements market in the next few years.

Besides, consumers in Egypt are increasingly looking for natural and organic dietary supplements that are free from artificial ingredients and preservatives. This trend is driven by a growing awareness of the potential health risks associated with synthetic ingredients, as well as a desire for more environmentally sustainable products. This, in turn, is expected to create lucrative opportunities for the growth of Egypt dietary supplements market in the next few years. Also, there is a growing emphasis on quality and safety in the Egypt dietary supplements market, with manufacturers and regulators taking steps to ensure that products are safe, effective, and free from harmful contaminants. This trend is driven by a desire to build consumer trust and confidence in the industry.

Increasing Health Awareness Among Population

Increasing health awareness is a major factor driving the demand for Egypt dietary supplements market. As people become more aware of the importance of maintaining good health, they are more likely to seek out products that can help support their overall wellbeing. One way that health awareness is driving dietary supplement demand is by increasing consumer knowledge about the importance of getting enough vitamins and minerals in their diets. Egyptians are increasingly aware that their diets may not provide them with all of the nutrients they need to maintain optimal health and are, therefore, more likely to turn to dietary supplements to fill any nutritional gaps.

Additionally, many people in Egypt are becoming more interested in improving their physical fitness and athletic performance. This has led to an increased demand for sports nutrition products, such as protein supplements, pre-workout supplements, and post-workout supplements, which can help support muscle growth and recovery, thereby fueling the growth of Egypt dietary supplements market. Moreover, health awareness campaigns and initiatives by the government and healthcare organizations have also contributed to the growing demand for dietary supplements. These campaigns aim to educate the public about the benefits of leading a healthy lifestyle and encourage people to take steps to improve their health, hence supporting the growth of Egypt dietary supplements market.

Malnutrition and Vitamin Deficiency

Malnutrition is a significant problem in Egypt, particularly among children and the poor. With two-thirds of child mortality attributable to malnutrition, Egypt stands as one of the 36 countries where 90 percent of the global burden of malnutrition falls. The problem of malnutrition in Egypt is complex and is driven by a range of factors. One of the main factors is poverty, with many families in Egypt unable to afford a healthy and balanced diet. This is particularly true in rural areas, where access to food and nutrition education is limited. Additionally, lack of access to clean water and sanitation facilities can also contribute to malnutrition, as it can lead to the spread of water-borne diseases that can interfere with nutrient absorption and compromise immune function. The consequences of malnutrition can be severe and long-lasting, with children who suffer from malnutrition at risk of stunted growth, cognitive impairments, and a weakened immune system. Malnutrition can also contribute to chronic health problems, such as diabetes and heart disease. Dietary supplements are widely used to address the issue of malnutrition and associated diseases. This, in turn, is expected to positively influence the demand for dietary supplements, thereby driving the growth of Egypt dietary supplements market during the forecast period.

Also the vitamin deficiency rates are also quite high in Egypt. One of the main factors is poor nutrition, particularly among the poor and rural populations. Many Egyptians do not have access to a balanced diet, which can lead to a deficiency in essential vitamins and minerals. Another contributing factor is the limited availability of fortified foods, which are a key source of essential vitamins and minerals. Fortification programs, which involve adding vitamins and minerals to staple foods, such as flour and salt, have been successful in reducing vitamin deficiencies in other countries but have been limited in Egypt. Additionally, cultural practices, such as veiling and avoiding sun exposure, can contribute to vitamin D deficiency. Sun exposure is necessary for the body to produce vitamin D, and those who cover their skin or avoid sun exposure may not get enough of this essential nutrient.

Efforts are being made to address the problem of vitamin deficiency in Egypt, including the promotion of balanced diets, the expansion of fortification programs, and the provision of vitamin supplements to high-risk groups, such as pregnant women and young children. This, in turn, is expected to open new prospects for the growth of dietary supplements in the country, thereby driving the growth of Egypt dietary supplements market.

Emergence of E-Commerce Channels

Online sales channels are becoming increasingly important for the dietary supplements industry in Egypt. This trend is driven by the convenience and accessibility of online shopping, as well as the growing popularity of e-commerce platforms. This, in turn, is expected to spur the growth of Egypt dietary supplements market. Consumers are turning to e-commerce platforms, such as Souq.com, Jumia, and Noon, to purchase dietary supplements due to the convenience and accessibility of online shopping.

Besides, the increasing number of e-pharmacies in the country is further expected to support the growth of dietary supplements through online channels. Some of the popular e-pharmacies in Egypt include chefaa, fouda pharmacy, and rosheta, among others. Online pharmacies are becoming increasingly popular in Egypt. They allow consumers to purchase pharmaceutical products online and have them delivered to their doorstep. Also, other benefits associated with online pharmacies, such as increased accessibility, wider product selection range, and competitive pricing, among others, are some other factors that have increased the purchase of dietary supplements through online channels. Also, purchasing through online channels helps the consumers understand the product more through the reviews and ratings of the particular product that are available online.

Market Segmentation

Egypt Dietary Supplements market is segmented into Product type, form, distribution channel, application, end user, region, and company. Based on product type, Egypt dietary supplements market is divided into combination dietary supplements, vitamins, herbal supplements, fish oil & omega fatty acid, protein, and others. Based on form, Egypt dietary supplement market is categorized into tablets, capsules, powder, liquids, and soft gels. Based on the Distribution channel, Egypt dietary supplements market is divided into pharmacies and drug stores, supermarkets and hypermarkets, online and others. Based on application, Egypt dietary supplements market is divided into energy & weight management, general health, bone & joint health, immunity, and others. Based on end users, Egypt dietary supplements market is categorized into infants, children, adults, pregnant females, and geriatric. Regionally, Egypt dietary supplements market can be split into Cairo, Alexandria, Giza, Qalyubia, Port Said, Suez, and Rest of Egypt.

Market Players

Amoun Pharmaceutical Company S.A.E. ("Amoun"), Pfizer, Inc. (Egypt), Future Pharmaceutical Industries, Abbott Laboratories S.A., Fresenius Kabi Scientific Office

Egypt, ADVANCED Sports Nutrition Co, Pioneer Pharmaceutical Industries, Med Care Pharma, Egypt Otsuka (Otsuka Pharmaceuticals), Health Wise Egypt, among others are some of the leading companies operating in the Egypt Dietary Supplement Market.

Report Scope:

In this report, Egypt Dietary Supplements market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Egypt Dietary Supplements Market, By Product Type:

- Vitamin
- Combination Dietary Supplement
- Protein
- Herbal Supplement
- Fish Oil & Omega Fatty Acid
- Others

Egypt Dietary Supplements Market, By Form:

- Capsules
- Tablets
- Powder
- Soft Gels
- Liquids

Egypt Dietary Supplements Market, By Distribution Channel:

- Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Egypt Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

Egypt Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

Egypt Dietary Supplements Market, By Region:

Cairo

Alexandria

Giza

Qalyubia

Port Said

Suez

Rest of Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present Egypt Dietary Supplements market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

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Detailed analysis and profiling of additional market players (up to five).

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