

Middle East & Africa Nutraceuticals Market By Product Type (Functional Food, Functional Beverages, Dietary Supplements), By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others), By Application (Energy Weight Management, General Health, Immunity, Others), By Country, Competition Forecast & Opportunities, 2018-2028

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Abstracts

Middle East & Africa Nutraceuticals Market is anticipated to observe impressive growth during the forecast period, 2024-2028. The major factors include massive demand from people of all age groups and rapid development in healthcare and pharmaceutical industry. An all-encompassing term, 'nutraceutical,' refers to substances that are regarded as foods, components of foods, or dietary supplements and may make claims of offering medical or health benefits, including the treatment or prevention of disease. They also include vitamins and naturally occurring substances like ginseng, garlic, and other herbal products like phytochemicals that are derived from plants. As aggressive marketing campaigns are launched, the trend of the market for nutraceuticals' steady growth is anticipated to continue. The trend toward self-medication is significant for nutraceutical products. Consumer attitudes toward healthcare are evolving, and more people are actively managing their own health as opposed to merely accepting recommendations from doctors. The nutraceuticals market has the potential to expand, but there are still difficulties with consumer education and the laws governing claims. Trust in a particular brand is crucial, and the market will expand as large, multinational corporations with positive reputations enter the market. Nutraceuticals emphasize prevention over treatment. Due to their safe therapeutic effects in addition to their

nutritional advantages, this category of products has attracted a lot of attention. Numerous life-threatening illnesses, including diabetes, cancer, neurodegenerative disorders, etc., may be avoided by using them. In Additionally, smaller families, changing lifestyles, and working families are a few of the factors pushing people to consider healthy, quick, and easy to prepare food options. This is where the significance of nutraceutical and functional food enters the picture. Supply must increase in order to keep up with rising demand, hence expanding the Middle East & Africa Nutraceuticals Market.

According to the World Bank, Children in urban areas are twice as likely as those in rural areas to be overweight (20% vs. 11%). The Middle East & Africa Nutraceuticals market has witnessed a growing demand for functional foods, dietary supplements, and other health-enhancing products, driven by increasing awareness about health and wellness, changing lifestyles, and a growing middle-class population with higher disposable incomes. The other factor supporting the market's growth is the rising popularity of herbal and traditional remedies. Herbal and traditional remedies have a long-standing history in the Middle East & Africa region, and there is a growing interest in these remedies as nutraceutical products have very few side effects. Indigenous botanicals and herbal extracts are gaining traction as consumers seek natural and sustainable alternatives for health and wellness, thus booming the Middle East & Africa Nutraceuticals Market. Advancement in healthcare technologies and increasing population further contributes to the growth of Middle East & Africa Nutraceuticals Market.

Increasing developments in healthcare and pharmacy

The Middle East and Africa have been making investments for the growth of their health systems by putting reforms into place to enhance the delivery of healthcare for their countries.. Robots, AI, and other automation tools are already being used in the healthcare sector to help streamline various processes and enhance patient care. Because technology is being used more frequently, good relationships between pharmacists and patients will depend even more on human interaction. This entails changing the emphasis from filling prescriptions to interacting with patients and offering them the full range of services that pharmacists can provide based on their specialized training. These included developing and expanding public health initiatives, , implementing new medical technologies, as well as socioeconomic and educational advancements. Access to basic healthcare services for the populace has significantly improved in these nations. Due to this, patterns of morbidity and mortality as well as other indicators of health status, such as the average life expectancy at birth, have

significantly improved. Middle-income Middle East and Africa nations' governments have been enacting health reforms that focus on the financing and organizational aspects of healthcare systems, such as the introduction of social health insurance programs. Fragmented health care delivery and financing systems are the result of increased demand from various providers, including the voluntary and private (for-profit and non-profit) sectors, to close gaps in population and service coverage. There has been a surge in research and development activities in the Middle East and Africa Nutraceuticals Market. Nutraceutical companies, as well as academic institutions and research organizations, are investing in research to explore the potential health benefits of various nutraceutical ingredients and develop innovative products. This includes conducting clinical trials, studies on the safety and efficacy of nutraceuticals, and exploring new formulations and delivery systems. The focus of these efforts is on developing evidence-based nutraceutical products that can cater to the specific health needs of the Middle East and Africa population. According to the World Bank, in 2019, the per capital health expenditure of the Middle East and Africa region was USD00.51 billion.

Increasing Demand from people of all age groups

The market for functional foods and nutraceuticals is rising as a result of public interest and consumer demand, as well as ongoing research efforts to determine the qualities and prospective uses of nutraceutical compounds. The main drivers behind the expansion of the market are the current changes in population and health. The proportion of senior people in the population is increasing along with life expectancy. The population's attention on health and wellness grows as the average age of the population rises. Although the cost of some nutraceuticals may decrease as generic versions enter the market, consumer dependence on these products and their growing accessibility indicate that the market's growth will remain constant. Nutraceuticals, including vitamins, minerals, herbal extracts, and probiotics, are also gaining traction in the Middle East and Africa. These supplements are increasingly being used to address specific health concerns such as immune health, digestive health, and heart health. The rising prevalence of lifestyle diseases, such as obesity, diabetes, and cardiovascular diseases, has fueled the demand for nutraceuticals in the country. According to the Social Sciences Research Ethics Committee of the United Arab Emirates University, nutraceuticals usage to improve health is 66.1%, for bodybuilding 9.9%, disease prevention 6.8%, and weight management 5.3%.

Recent Developments

In November 2022, the Gulf Pharmaceutical Industries announced to launch more than 86 new drugs in clearly defined new therapeutic areas in the upcoming years and is investing in internal R&D to build a strong and sustainable pipeline.

Market Segmentation

Middle East & Africa Nutraceuticals market is segmented into Product Type, Form, Distribution Channel, Application, End User, Country and Competitive Landscape. Based on Product Type, the market is divided into Function Foods, Functional Beverages, and Dietary Supplements. Based on Distribution Channel, the market is divided into Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others. Based on Application, the market is divided into Energy Weight Management, General Health, Immunity, Others.

Market Players

Bayer Middle East L L C, Pfizer Gulf FZ LLC, Gulf Pharmaceutical Industries P S C, Abbott Laboratories S A, Glanbia Performance Nutrition, Inc, Nestle Middle East FZE, Nutricia Middle East DMCC (Danone), Archer Daniels Midland Company, Cargill Middle East DMCC, NOW Health Group, Inc are some of the leading companies operating in the market.

Report Scope:

In this report, Middle East & Africa Nutraceuticals Market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Middle East & Africa Nutraceuticals Market By Product Type

Function Food

Snacks

Bakery Products

Dairy Products

Others

Functional Beverages

Health Drink

Energy Drink

Juices

Dietary Supplements

Proteins

Combination Dietary Supplements

Vitamins

Fish Oil & Omega Fatty Acid

Herbal Supplements

Others

Middle East & Africa Nutraceuticals Market By Distribution Channel

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

Middle East & Africa Nutraceuticals Market By Application

Energy Weight Management

General Health

Immunity

Others

Middle East & Africa Nutraceuticals Market, By Country

Saudi Arabia

UAE

South Africa

Egypt

Qatar

Kuwait

Israel

Oman

Morocco

Bahrain

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Middle East & Africa Nutraceuticals 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:

Middle East & Africa Nutraceuticals Market By Product Type (Functional Food, Functional Beverages, Dietary Sup...

Company Information

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

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