

# **Oman Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, and Other), By Form (Tablets Capsules, Powder, Liquids and Soft Gels), By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others), By End User (Children, Adults, Pregnant Females, Geriatric), By Region, Competition, Forecast & Opportunities, 2018-2028F**

<https://marketpublishers.com/r/O6EF6E25AD57EN.html>

Date: August 2023

Pages: 78

Price: US\$ 3,500.00 (Single User License)

ID: O6EF6E25AD57EN

## **Abstracts**

Oman dietary supplements market is anticipated to grow significantly rate in the projected period of 2028 due to increasing awareness about the importance of maintaining a healthy lifestyle. The dietary supplements market in Oman has been growing in recent years, driven by several factors, such as increasing awareness about the importance of maintaining a healthy lifestyle. Additionally, growing awareness pertaining to preventive healthcare among the population is further expected to support the growth of Oman dietary supplements market. Also, the growing prevalence of various kinds of chronic diseases among the population has further supported the demand for dietary supplements across Oman over the years, thereby driving the growth of Oman dietary supplements market.

Dietary supplements are products that are intended to supplement the diet and provide additional nutrients or other beneficial substances. They can include vitamins, minerals, herbal extracts, and other natural compounds. While they are not intended to replace a healthy diet, they can be a useful addition for people who are looking to support their health and well-being. The primary factors driving the growth of the Oman dietary supplements market are the increasing awareness about the importance of maintaining a healthy lifestyle and the availability of products that can help in maintaining a healthy lifestyle. Apart from these, government efforts or policies on people health are expected to increase the demand of the dietary supplements market in Oman.

### Increasing Awareness about the Importance of Maintaining a Healthy Lifestyle

The increasing awareness about the importance of maintaining a healthy lifestyle has had a significant impact on the dietary supplement market in Oman. As people become more aware of the benefits of healthy habits, there has been a growing demand for dietary supplements that can support overall health and well-being.

In Oman, the dietary supplement market has grown at a rapid pace in recent years. The market is driven by numerous factors, including the growing urge to maintain healthy lifestyles, especially after the sudden outbreak and spread of the COVID-19 pandemic, which has highlighted the importance of immunity for prevention against different infections and the need for dietary supplements in maintaining immunity. Additionally, the Omani government has implemented several initiatives to promote healthy living, including campaigns to encourage regular exercise and healthy eating. The most popular dietary supplements in Oman are vitamins and minerals, which are often taken to address specific health concerns such as deficiencies or chronic conditions. Herbal supplements are also becoming increasingly popular as people look for natural alternatives to traditional medicines.

### Emergence of E-Commerce Platforms

One of the key trends in the Oman dietary supplement market is the rise of e-commerce. Online platforms have made it easier for consumers to access a wide range of products, including dietary supplements. This has led to increased competition among supplement manufacturers, with companies vying for market share through price, quality, and innovation. Additionally, increasing internet penetration and an increasing number of smartphone users are further increasing the traction toward e-commerce, thereby supporting the sales of dietary supplements through online

channels. This, in turn is expected to support the growth of Oman dietary supplements market in the coming years. Despite the growth of the dietary supplement market in Oman, it is important for consumers to exercise caution when selecting products. While dietary supplements can be a useful addition to a healthy lifestyle, they are not regulated in the same way as pharmaceuticals. This means that it is important to select products from reputable manufacturers who have a proven track record of safety and efficacy.

### Growing Geriatric Population and Chronic Diseases

Chronic diseases such as heart disease, diabetes, and obesity are often linked to lifestyle factors such as poor diet and lack of exercise. As a result, people are increasingly turning to dietary supplements to support their health and reduce their risk of developing these conditions. According to World Health Organization, in 2020, Coronary Heart Disease Deaths in Oman reached 5,287 or 35.65% of total deaths. The age-adjusted Death Rate was 301.95 per 100,000 population, ranks Oman #5 in the world. The key drivers of the dietary supplement market are the rise in chronic diseases. As people become more aware of the link between lifestyle factors and chronic conditions, they are increasingly looking for ways to improve their health and reduce their risk of developing these diseases. This has led to increased demand for dietary supplements that can support overall health and wellbeing. Another factor driving the growth of the dietary supplement market is the aging population. As people age, they may require additional nutrients to support their health and wellbeing. Additionally, older adults may be more likely to develop chronic diseases, leading to increased demand for dietary supplements that can support their health. In 2020, the population aged 60+ years in Oman was 217.81 thousand persons. The population aged 60+ years of Oman increased from 38.72 thousand persons in 1971 to 217.81 thousand persons in 2020, growing at an average annual rate of 3.60%. The aging population, which is susceptible to various chronic diseases, is expected to support the growth of the dietary supplements market across Oman in the coming years.

### Growing Popularity of Herbal Supplements

Oman dietary supplements market is driven by the growing popularity of natural and herbal supplements. People are increasingly turning to natural and herbal supplements to promote better health and reduce the risk of chronic diseases. Herbal supplements such as turmeric, ginger, and garlic are believed to have anti-inflammatory and antioxidant properties, which can help to reduce the risk of chronic diseases.

## Market Segmentation

Oman dietary supplements market is segmented based on product type, form, distribution channel, application, end user, and region. Based on the product type, the market is divided into vitamins, combination dietary supplements, herbal supplement, fish oil & omega fatty acid, protein, and others. Based on the form, the market is divided into tablets, capsules, powder, liquids, and soft gels. Based on the distribution channel, the market is divided into pharmacies and drug stores, supermarkets, and hypermarkets, online, others. Based on the application, the market is divided into energy & weight management, general health, bone & joint health, immunity, and others. Based on the end user, the market is divided into children, adults, pregnant females, and geriatric.

## Company Profiles

Nature's Way, Amway Corp., Pfizer Gulf FZ LLC, Abbott Laboratories, Inc., Herbalife Nutrition, Nestle S.A., Oman Pharmaceutical Products Co. LLC (OPP) are some of the key players of Oman dietary supplements market.

## Report Scope:

In this report, Oman dietary supplements market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

### Qatar Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Other

### Qatar Dietary Supplements Market, By Form:

Tablets Capsules

Powder

Liquids and Soft Gels

**Qatar Dietary Supplements Market, By Distribution Channel:**

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

**Qatar Dietary Supplements Market, By Application:**

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

**Qatar Dietary Supplements Market, By End User:**

Children, Adults

Pregnant Females

Geriatric

**Oman Dietary Supplements Market, By Region:**

Muscat

Dhofar

Al Wusta

A'Sharqiyah

Rest of Oman

Competitive landscape

Company Profiles: Detailed analysis of the major companies in Oman 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:

Company Information

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

## Contents

### **1.PRODUCT OVERVIEW**

- 1.1.Market Definition
- 1.2.Scope of the Market
  - 1.2.1.Markets Covered
  - 1.2.2.Years Considered for Study
  - 1.2.3.Key Market Segmentations

### **2.RESEARCH METHODOLOGY**

- 2.1.Objective of the Study
- 2.2.Baseline Methodology
- 2.3.Key Industry Partners
- 2.4.Major Association and Secondary Sources
- 2.5.Forecasting Methodology
- 2.6.Data Triangulation & Validation
- 2.7.Assumptions and Limitations

### **3.EXECUTIVE SUMMARY**

- 3.1.Overview of the Market
- 3.2.Overview of Key Market Segmentations
- 3.3.Overview of Key Market Players
- 3.4.Overview of Key Regions/Countries
- 3.5.Overview of Market Drivers, Challenges, Trends

### **4.VOICE OF CUSTOMER**

- 4.1.Factors Influencing Purchase Decision
- 4.2.Brand Awareness
- 4.3.Sources of Information

### **5.IMPACT OF COVID-19 ON OMAN DIETARY SUPPLEMENTS MARKET**

### **6.GLOBAL DIETARY SUPPLEMENTS MARKET OVERVIEW**

### **7.OMAN DIETARY SUPPLEMENTS MARKET OUTLOOK**

## 7.1.Market Size & Forecast

### 7.1.1.By Value

## 7.2.Market Share & Forecast

7.2.1.By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, and Other)

7.2.2.By Form (Tablets Capsules, Powder, Liquids and Soft Gels)

7.2.3.By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online, Others)

7.2.4.By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity, Others)

7.2.5.By End User (Children, Adults, Pregnant Females, Geriatric)

7.2.6.By Region

7.2.7.By Company (2022) (Market Share Analysis of Top 5 Players operating in the Market)

## 7.3.Market Map

7.3.1.By Product Type

7.3.2.By Form

7.3.3.By Distribution Channel

7.3.4.By Application

7.3.5.By End User

7.3.6.By Region

## 8.OMAN COMBINATION DIETARY SUPPLEMENTS MARKET OUTLOOK

### 8.1.Market Size & Forecast

#### 8.1.1.By Value

### 8.2.Market Share & Forecast

8.2.1.By Form

8.2.2.By Distribution Channel

8.2.3.By Application

8.2.4.By End User

## 9.OMAN VITAMIN DIETARY SUPPLEMENTS MARKET OUTLOOK

### 9.1.Market Size & Forecast

#### 9.1.1.By Value

### 9.2.Market Share & Forecast

9.2.1.By Form



9.2.2.By Distribution Channel

9.2.3.By Application

9.2.4.By End User

## **10.OMAN PROTEIN DIETARY SUPPLEMENTS MARKET OUTLOOK**

10.1.Market Size & Forecast

10.1.1.By Value

10.2.Market Share & Forecast

10.2.1.By Form

10.2.2.By Distribution Channel

10.2.3.By Application

10.2.4.By End User

## **11.OMAN HERBAL DIETARY SUPPLEMENTS MARKET OUTLOOK**

11.1.Market Size & Forecast

11.1.1.By Value

11.2.Market Share & Forecast

11.2.1.By Form

11.2.2.By Distribution Channel

11.2.3.By Application

11.2.4.By End User

## **12.OMAN FISH OIL & OMEGA FATTY ACID DIETARY SUPPLEMENTS MARKET OUTLOOK**

12.1.Market Size & Forecast

12.1.1.By Value

12.2.Market Share & Forecast

12.2.1.By Form

12.2.2.By Distribution Channel

12.2.3.By Application

12.2.4.By End User

## **13.MARKET DYNAMICS**

13.1.Drivers

13.2.Challenges

## **14.MARKET TRENDS & DEVELOPMENTS**

- 14.1.Recent Developments
- 14.2.Mergers & Acquisitions
- 14.3.Product Launches

## **15.POLICY & REGULATORY LANDSCAPE**

## **16.IMPORT-EXPORT ANALYSIS**

## **17.OMAN ECONOMIC PROFILE**

## **18.PORTER'S FIVE FORCES ANALYSIS**

- 18.1.Competition in the Industry
- 18.2.Potential of New Entrants
- 18.3.Power of Suppliers
- 18.4.Power of Customers
- 18.5.Threat of Substitute Products

## **19.COMPETITIVE LANDSCAPE (KEY PLAYERS UP TO 10)**

- 19.1.Business Overview
- 19.2.Product Portfolio
- 19.3.Financials (As Reported)
- 19.4.Key Personnels
- 19.5.Strategic Overview
- 19.6.Recent Developments
- 19.7.SWOT Analysis
  - 19.7.1.Nature's Way
  - 19.7.2.Amway Corp.
  - 19.7.3.Pfizer Gulf FZ LLC
  - 19.7.4.Abbott Laboratories, Inc.
  - 19.7.5.Herbalife Nutrition
  - 19.7.6.Nestle S.A.
  - 19.7.7.Oman Pharmaceutical Products Co. LLC (OPP)

## **20.STRATEGIC RECOMMENDATIONS**

## I would like to order

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