

Qatar Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, Others), By Form (Capsules, Tablets, Powder, Soft Gels, Liquid), By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets and Hypermarkets, Others), By Application (Immunity, General Health, Energy & Weight Management, Bone & Joint Health, Others), By End User (Adults, Geriatric, Pregnant Females, Children, Infants), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Qatar Dietary Supplements Market was valued at USD 48.19 million in 2024 and is expected to reach USD 70.48 million by 2030, growing at a CAGR of 6.50% during the forecast period. This growth is driven by a combination of rising health consciousness, expanding affluence, and a shift toward preventive healthcare solutions. As one of the most rapidly expanding sectors in the Middle East, the dietary supplements market in Qatar is gaining momentum due to increasing awareness of nutrition's role in chronic disease management, wellness maintenance, and overall health enhancement. A growing population affected by obesity and diabetes is fueling demand for supplements supporting weight control, metabolic health, and immune

support. In parallel, the market is benefitting from shifting consumer preferences toward natural, personalized, and functional products. These trends, coupled with government-backed health initiatives and a maturing retail infrastructure, are opening doors for both established global players and emerging entrants to address Qatar's evolving nutritional needs.

Key Market Drivers

Increasing Health Consciousness

The rise in health consciousness among Qatar's population is a key factor accelerating the demand for dietary supplements. Consumers are increasingly prioritizing wellness and disease prevention, leading to a surge in interest for supplements that support immunity, energy, weight management, and general health. This shift is reinforced by the country's growing burden of chronic diseases such as obesity and diabetes. With nearly half of adult women and over a third of men experiencing obesity, and more than 21% of the adult population affected by diabetes, demand for preventive health solutions has intensified. National initiatives that integrate traditional wellness practices with modern health systems are further amplifying awareness and accessibility. As consumers focus more on nutrition to address health risks, supplements are being embraced as essential additions to daily wellness routines.

Key Market Challenges

Strict Regulatory Environment and Compliance Barriers

The complex regulatory landscape in Qatar poses a major challenge for dietary supplement manufacturers and importers. The Ministry of Public Health enforces comprehensive safety and quality standards, requiring detailed product registration, scientific documentation, and accurate labeling. These procedures, though critical for consumer protection, often involve time-consuming and costly processes that delay product launches. Moreover, stringent rules on health claims restrict marketing flexibility, making it difficult for brands to communicate the full benefits of their offerings. These hurdles are particularly burdensome for small and medium-sized companies or new entrants lacking the financial and regulatory infrastructure to navigate Qatar's compliance requirements, thereby limiting market competitiveness and product variety.

Key Market Trends

Personalized Nutrition and Supplementation

A major trend shaping the Qatar dietary supplements market is the increasing demand for personalized nutrition solutions. Consumers are moving away from generic formulations in favor of customized supplement regimens tailored to their individual health profiles. This trend is especially prominent among affluent, health-aware consumers in urban centers like Doha. Personalized solutions often incorporate diagnostic tools such as DNA tests, blood analysis, or lifestyle assessments to create targeted supplementation plans. Tech integration—such as apps that monitor supplement intake and health goals—is enhancing engagement and fostering long-term loyalty. This trend aligns with Qatar's focus on digital health and preventive care, and is expected to gain further traction as personalization becomes a standard in the wellness industry.

Key Market Players

3A Pharma

Natures & Bounty

Natures Aid

Fortex Nutraceuticals

Geltec Co., Ltd

Pfizer, Inc

Holland & Barrett

Abbott Laboratories, Inc.

GlaxoSmithKline, Plc

Olimp Labs

Report Scope:

Qatar Dietary Supplements Market, By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal S...

In this report, the Qatar 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 Supplements

Protein

Herbal Supplements

Fish Oil & Omega Fatty Acid

Others

Qatar Dietary Supplements Market, By Form:

Capsules

Tablets

Powder

Soft Gels

Liquid

Qatar Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Qatar Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

Qatar Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

Qatar Dietary Supplements Market, By Region:

Doha

Al Rayyan

Al Wakra

Umm Slal

Rest of Qatar

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Qatar Dietary Supplements Market.

Available Customizations:

Qatar Dietary Supplements market report 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

5. QATAR DIETARY SUPPLEMENTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product Type (Vitamin, Combination Dietary Supplements, Protein, Herbal Supplements, Fish Oil & Omega Fatty Acid, Others)
 - 5.2.2. By Form (Capsules, Tablets, Powder, Soft Gels, Liquid)
 - 5.2.3. By Distribution Channel (Pharmacies and Drug Stores, Online, Supermarkets)

and Hypermarkets, Others)

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

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

5.2.6. By Region

5.2.7. By Company (2024)

5.3. Market Map

6. DOHA DIETARY SUPPLEMENTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type

6.2.2. By Form

6.2.3. By Distribution Channel

6.2.4. By Application

6.2.5. By End User

7. AL RAYYAN 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

7.2.2. By Form

7.2.3. By Distribution Channel

7.2.4. By Application

7.2.5. By End User

8. AL WAKRA DIETARY SUPPLEMENTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Form

8.2.3. By Distribution Channel

8.2.4. By Application

8.2.5. By End User

9. UMM SLAL DIETARY SUPPLEMENTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Form

9.2.3. By Distribution Channel

9.2.4. By Application

9.2.5. By End User

10. MARKET DYNAMICS

10.1. Drivers

10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

11.1. Recent Developments

11.2. Product Launches

11.3. Mergers & Acquisitions

12. QATAR ECONOMIC PROFILE

13. QATAR DIETARY SUPPLEMENTS MARKET: SWOT ANALYSIS

14. COMPETITIVE LANDSCAPE

14.1. 3A Pharma

14.1.1. Business Overview

14.1.2. Product & Service Offerings

14.1.3. Recent Developments

14.1.4. Key Personnel

14.1.5. Financials (If Listed)

14.1.6. SWOT Analysis

14.2. Natures & Bounty

14.3. Natures Aid

14.4. Fortex Nutraceuticals

14.5. Geltec Co., Ltd

14.6. Pfizer, Inc

14.7. Holland & Barrett

14.8. Abbott Laboratories, Inc.

14.9. GlaxoSmithKline, Plc

14.10. Olimp Labs

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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