

Saudi Arabia 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

<https://marketpublishers.com/r/S97F294839E8EN.html>

Date: April 2023

Pages: 117

Price: US\$ 4,400.00 (Single User License)

ID: S97F294839E8EN

Abstracts

Saudi Arabia Dietary Supplements market is expected to register a CAGR of 7.07% and reach USD 382.82 million by 2028. This can be attributed to various factors, such as the increasing prevalence of lifestyle diseases, rising healthcare costs, and the growing popularity of natural and organic products.

Saudi Arabia is a country in the middle east known for its rich history, culture, and economy. With a population of over 34 million people, it is also home to a thriving dietary supplements market.

Dietary supplements are products that are designed to supplement the diet and provide additional nutrients, such as vitamins, minerals, and herbs. They come in various forms,

including capsules, tablets, powders, and liquids. The dietary supplement market in Saudi Arabia has been growing steadily over the years, driven by increasing health awareness and the desire for a healthy lifestyle.

Vitamins and minerals are the most popular types of dietary supplements in Saudi Arabia. These products are designed to provide essential nutrients that may be lacking in the diet. According to statistics, vitamins, and dietary supplements accounted for 74% of the total market share in 2020. The statistics also illustrated that vitamin D was the most popular vitamin supplement in Saudi Arabia, followed by vitamin C and multivitamins. Herbal and traditional supplements are also popular in Saudi Arabia, with a growing interest in natural and organic products. These supplements are derived from plants and herbs and are believed to have various health benefits. Some of the popular herbal supplements in Saudi Arabia include black seed oil, ginger, garlic, and turmeric. Protein supplements are also gaining popularity in Saudi Arabia, especially among fitness enthusiasts and athletes. These supplements are designed to help build muscle and improve athletic performance.

Increasing Awareness About Lifestyle Diseases is Likely Fueling the Saudi Arabia Dietary Supplement Market

The increasing awareness about lifestyle diseases, such as obesity, diabetes, and heart disease, among the population of Saudi Arabia is likely to have a significant impact on the dietary supplement market in the country. As people become more health conscious, they are increasingly turning to dietary supplements to supplement their diets and maintain their overall health. This trend is expected to drive growth in the dietary supplements market in Saudi Arabia.

At the same time, the Saudi Arabia government has also launched several initiatives to promote healthy lifestyles and combat lifestyle diseases. These initiatives include awareness campaigns, regulations on unhealthy foods, and the promotion of the physical activity. Such efforts are likely to increase the demand for dietary supplements that can help prevent or manage lifestyle diseases. For example, supplements containing omega-3 fatty acids, vitamin D, and probiotics have been shown to have a positive impact on heart health and diabetes management. However, it is important to note that the dietary supplement market in Saudi Arabia is regulated by the Saudi Food and Drug Authority (SFDA), which has strict requirements for safety and efficacy. This means that dietary supplement manufacturers will need to ensure that their products meet these standards to gain market acceptance.

Therefore, the increasing awareness about lifestyle diseases in Saudi Arabia is likely to drive growth in the dietary supplement market as consumers seek products that can help them maintain their overall health and prevent disease. However, dietary supplement manufacturers will need to meet the regulatory requirements set by the SFDA to gain market acceptance.

Rising Healthcare Cost Boosting Saudi Arabia Dietary Supplement Market

The rising healthcare costs in Saudi Arabia are likely to have a significant impact on the dietary supplement market in the country. As healthcare costs continue to rise, people may seek out dietary supplements to prevent or manage health conditions, potentially leading to increased demand for dietary supplements. One of the key drivers of healthcare costs in Saudi Arabia is the increasing prevalence of chronic diseases such as diabetes, heart disease, and obesity. These conditions can be managed with lifestyle changes and dietary supplements, which may provide an alternative to expensive medical treatments. In addition, dietary supplements may be seen as a more affordable option for consumers who cannot afford expensive medical treatments or who are looking for a more natural approach to managing their health.

However, it is important to note that though dietary supplements may offer some benefits, they are not an absolute substitute for medical treatments. Consumers should always consult with a healthcare professional before taking any supplements, as some supplements may interact with prescription medications or have potential side effects. In conclusion, the rising healthcare costs in Saudi Arabia are likely to drive the demand for dietary supplements as consumers seek out more affordable and natural alternatives to medical treatments.

Government Policies Favoring the Demand of Dietary Supplement Market in Saudi Arabia

Government policies can have a significant impact on the dietary supplement market in Saudi Arabia, as they can affect everything from product availability to consumer demand. Here are some ways that government policies could impact the dietary supplement market:

Regulation: The Saudi Food and Drug Authority (SFDA) regulates the dietary supplement market in Saudi Arabia. The government could implement new regulations that could impact the manufacture, sale, or marketing of dietary supplements. For example, the government could require additional safety and

efficacy testing before a product can be sold in the country.

Import/export policies: Saudi Arabia imports a significant amount of dietary supplements from other countries. The government could implement new import/export policies that could impact the availability and cost of supplements. For example, the government could impose tariffs on imported supplements or limit the number of supplements that can be imported.

Health Initiatives: The Saudi Arabian government has launched several health initiatives aimed at promoting healthy living and preventing chronic diseases. These initiatives could increase awareness about the benefits of dietary supplements and drive demand for certain types of supplements. For example, the government could launch a campaign promoting the benefits of omega-3 supplements for heart health.

Subsidies: The government could provide subsidies for certain types of supplements or for companies that manufacture supplements domestically. This could make supplements more affordable for consumers and help support the growth of the domestic supplement industry.

Recent Development

Herbalife has launched a new line of protein supplements in the Saudi Arabia market, including whey protein, soy protein, and plant-based protein supplements. The supplements are aimed at helping people maintain healthy muscle mass and recover after exercise.

Elaj has launched a line of supplements aimed at supporting digestive health, including probiotics and digestive enzymes. The supplements are formulated with natural ingredients and are designed to support healthy digestion and immune function.

Almarai, a Saudi Arabian company, has also entered the dietary supplement market with the launch of its own line of vitamins and minerals. These supplements are aimed at filling nutrient gaps in the Saudi Arabian diet and supporting overall health and wellness.

Nestle has also recently launched a new line of supplements in the Saudi

Arabian market. Their line of supplements includes vitamins, minerals, and probiotics and is designed to support overall health and wellness.

Market Segmentation

Saudi Arabia Dietary Supplements market is segmented into Product Type, Form, Distribution Channel, Application, End User, Region, and Company. Based on Product Type, the market is divided into combination dietary supplements, vitamin, herbal supplements, fish oil & omega fatty acid, protein, and others. Based on form, the market is categorized 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, and others. Based on 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 categorized into infants, children, adults, pregnant females, and geriatric. In terms of region, the market is segmented into western, central, southern, eastern, and northern.

Market Players

Pfizer Saudi Limited, Abbott Saudi Arabia Trading LLC, Bayer Saudi Arabia, LLC, Nestlé S.A. (Al Muhaidib Group), Procter & Gamble Company (Abudawood Group), Applied Nutrition Ltd. (AmCan International Group, Inc), Glanbia Performance Nutrition, Inc. (Amcan International Group), ARKOPHARMA Laboratories Co. Ltd. (Bashir Skakib Al – Jabri & Co. Ltd.), Vitabalans Oy, Vytaloy wellness are some of the leading companies operating in the Saudi Arabia Dietary Supplement Market.

Report Scope:

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

Saudi Arabia Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Protein

Herbal Supplement

Fish Oil & Omega Fatty Acid

Others

Saudi Arabia Dietary Supplements Market, By Form:

Capsules

Tablets

Powder

Soft Gels

Liquids

Saudi Arabia Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Online

Supermarkets and Hypermarkets

Others

Saudi Arabia Dietary Supplements Market, By Application:

Immunity

General Health

Energy & Weight Management

Bone & Joint Health

Others

Saudi Arabia Dietary Supplements Market, By End User:

Adults

Geriatric

Pregnant Females

Children

Infants

Saudi Arabia Dietary Supplements Market, By Region:

Northern & Central

Western

Southern

Eastern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present Saudi Arabia 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).

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