

Saudi Arabia Prebiotic Ingredients Market By Type (Oligosaccharides, Polydextrose, Inulin and Others), By Source (Roots, Grains, Vegetables and Others), By Application (Food & Beverages, Animal Feed and Dietary Supplements), By Bacterial Activity (Bifidobacteria, Lactic Acid Bacteria and Others), By Functionality (Gut Health, Bone Health, Cardiovascular Health, Weight Management and Immunity), By Region, Competition, Forecast & Opportunities, 2019-2029F

<https://marketpublishers.com/r/S10DCED1EE04EN.html>

Date: December 2024

Pages: 85

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

ID: S10DCED1EE04EN

Abstracts

Saudi Arabia Prebiotic Ingredients Market was valued at USD 92.62 Million in 2023 and is anticipated to reach USD 129.26 Million in 2029 with a CAGR of 5.85% during forecast period. Prebiotic ingredients are types of dietary fibers that are non-digestible by the human body but serve as a source of nutrition for beneficial bacteria in the gut. They play a crucial role in promoting the growth and activity of these beneficial bacteria, which are collectively referred to as the gut micro-biota. Prebiotic ingredients are distinct from probiotics, which are live beneficial microorganisms that are also beneficial for gut health. Prebiotic ingredients are typically non-digestible carbohydrates, such as oligosaccharides, inulin, fructo-oligosaccharides (FOS), and various types of fiber. These components resist digestion in the stomach and small intestine, reaching the colon mostly intact. Prebiotics selectively nourish beneficial bacteria in the colon, such as Bifidobacterium and Lactobacillus species. This nourishment helps these beneficial bacteria flourish and outcompete potentially harmful microbes. In the colon, prebiotic ingredients undergo fermentation by the gut bacteria they support. This fermentation

process produces short-chain fatty acids (SCFAs), such as butyrate, acetate, and propionate, which have various health benefits.

Increased awareness of the importance of digestive health and overall well-being has led consumers to seek products that can improve gut health. Prebiotic ingredients are recognized for their potential to enhance digestive health, which drives demand for prebiotic-fortified products. Food and beverage manufacturers are continually innovating and creating products with prebiotic ingredients to cater to changing consumer preferences and demands. This innovation fuels market growth. Prebiotic ingredients can be incorporated into a wide range of food and beverage products, including dairy, bakery, beverages, and snacks. Their versatility and applicability drive market growth. The availability of prebiotic-fortified products in retail stores, supermarkets, and online marketplaces has made them more accessible to consumers, leading to increased demand.

Key Market Drivers

Rise in Convenience and Modern Lifestyles

In today's fast-paced world, many consumers have limited time for sit-down meals. Prebiotic-fortified products, such as snack bars, yogurt cups, and ready-to-drink beverages, provide a quick and convenient way to incorporate gut-healthy ingredients into their diets. Prebiotic ingredients are often included in meal replacement shakes and bars, making it easy for individuals to maintain their nutrition while on the move. Similarly, prebiotic-fortified snacks offer a healthy alternative to traditional snacks. Prebiotic-fortified single-serving products help consumers control portion sizes and calorie intake, which can be essential for those with busy lifestyles trying to manage their weight.

Prebiotic-fortified foods and beverages are readily available in convenience stores, vending machines, and online platforms, ensuring that busy consumers can access nutritious options wherever they are. Many prebiotic-fortified products have a longer shelf life, making them ideal for modern consumers who may need products with extended durability to accommodate unpredictable schedules. Prebiotic-fortified products are suitable for travel and can be easily transported, which is essential for people who frequently commute or are frequently on the go. Consumers often look for convenient, nutritious options to consume at the workplace. Prebiotic-fortified products can serve as a convenient snack or meal replacement during office hours. Modern professionals are increasingly health-conscious and often look for quick, healthy options

that support their well-being, making prebiotic ingredients a popular choice.

Prebiotic-fortified products are also appealing to busy parents who want to ensure their families receive proper nutrition without spending extensive time in meal preparation. Some prebiotic products are designed to meet specific health goals, such as weight management or digestive wellness. This customization aligns with the demand for personalized nutrition in modern lifestyles. E-commerce and online food delivery services provide easy access to prebiotic-fortified products, allowing consumers to order them conveniently from their smartphones or computers. This factor will help in the development of the Saudi Arabia Prebiotic Ingredients Market.

Innovative Product Development

The introduction of prebiotic-fortified products in various categories expands consumer choices. Innovations like prebiotic-infused water, protein bars, and frozen desserts attract consumers looking for novel and healthier options. Innovations in food science enable the creation of prebiotic-fortified products that not only offer health benefits but also maintain excellent taste and texture. This pleases consumers who want products that are both nutritious and enjoyable. Companies can develop prebiotic products with tailored formulations to address specific health concerns. For example, products can be designed for weight management, digestive health, or immune support, catering to the diverse needs of consumers. Innovative product development results in the creation of functional foods that deliver health benefits beyond basic nutrition. Prebiotic ingredients play a crucial role in the development of these functional products.

As consumers seek cleaner and more transparent labels, innovative formulations can incorporate natural sources of prebiotic ingredients, such as chicory root, enhancing the product's appeal. Innovations in packaging and delivery systems can make prebiotic products more convenient for consumers. Examples include single-serving packaging, easy-to-carry options, and packaging that extends shelf life. Food and supplement companies often combine prebiotic ingredients with other beneficial components, such as probiotics, vitamins, and minerals, to create multifunctional products that appeal to consumers seeking comprehensive health solutions. The trend toward plant-based diets and veganism has driven the development of prebiotic-fortified plant-based products, expanding the market for those with dietary restrictions.

Innovations in product development have resulted in prebiotic-fortified products designed specifically for children, catering to the needs of parents looking to support their children's health. Prebiotic-fortified ready-to-drink beverages, such as probiotic-

enriched smoothies, are gaining popularity due to their convenience and health benefits. Prebiotic ingredients have been incorporated into various snack options, such as cereal bars and chips, offering consumers healthier snacking alternatives. Companies often educate consumers about the benefits of prebiotic ingredients through marketing and packaging, leading to increased demand as consumers become more informed. This factor will pace up the demand of the Saudi Arabia Prebiotic Ingredients Market.

Diverse Application in Food Industry

Prebiotic ingredients are versatile and can be incorporated into a wide range of food and beverage products, which makes them attractive to both consumers and food manufacturers. Prebiotic ingredients provide food manufacturers with the opportunity to innovate and create a variety of new products. These ingredients can be added to different food categories, from yogurt and cereal to soups, sauces, and baked goods. This innovation attracts consumers looking for novel and healthy options. Diverse applications give consumers a broad selection of prebiotic-fortified foods and beverages to choose from, catering to various tastes and dietary preferences. Whether someone prefers dairy products, snacks, or gluten-free options, they can find prebiotic-enriched choices. As consumers become increasingly health-conscious, they are looking for foods that offer added health benefits. Prebiotic ingredients support digestive health and can be integrated into foods that align with the health and wellness trend.

According to a 2024 report by AGBI, the Saudi Authority for Industrial Cities and Technology Zones (Modon) now operates a total of 1,300 food factories across 36 cities. This growth reflects the expanding capacity of the domestic food industry and the country's efforts toward localization. Saudi Arabia, valued at USD 60 billion, holds the position as the largest and fastest-growing market in the Middle East's food and beverage sector, with an annual growth rate of 4%. Prebiotic-fortified products are often considered functional foods. Consumers seek foods that provide not only nutrition but also health benefits. Prebiotic ingredients help transform ordinary foods into functional, health-promoting options. The demand for digestive health products is growing. Prebiotic ingredients play a key role in supporting gut health, and they can be used in products specifically marketed for digestive wellness. Many consumers prefer products with clean labels and recognizable ingredients. Prebiotic ingredients, which are often naturally sourced from foods like chicory roots, resonate with this clean label preference.

Food manufacturers can create products with prebiotic ingredients designed to address specific health concerns, such as weight management, immunity, and heart health. This

targeted approach appeals to consumers seeking solutions to their health needs. Prebiotic-fortified foods can appeal to various age groups, from children to the elderly. They offer a way to enhance health and nutrition throughout one's life. As consumers become more informed about the benefits of prebiotic ingredients, they actively seek out products that contain these ingredients. Consumer education initiatives further drive demand. Companies that offer prebiotic-fortified products can gain a competitive edge in the market, attracting consumers looking for healthier options. This factor will accelerate the demand of the Saudi Arabia Prebiotic Ingredients Market.

Key Market Challenges

Quality and Standards

Meeting the specific regulatory requirements set by the Saudi Food and Drug Authority (SFDA) and other relevant authorities is crucial. Compliance with quality and safety standards can be a complex process, and companies must navigate the regulatory landscape effectively. Maintaining consistent quality in sourcing prebiotic ingredients can be challenging. Suppliers must provide ingredients that meet predefined quality standards in terms of purity, potency, and safety. Managing the supply chain to ensure the timely and safe delivery of prebiotic ingredients is essential. Ensuring that products reach manufacturers in good condition is vital for maintaining quality. Companies need to track the journey of prebiotic ingredients from their source to the final product. This traceability is necessary to verify quality and adhere to regulations. Establishing robust quality control measures at various stages of production, including ingredient processing and final product manufacturing, is essential to meet quality standards. Ensuring that prebiotic ingredients are free from contaminants, such as harmful microorganisms, and meet safety standards is critical for consumer health and product quality. Accurate and clear labeling is necessary to inform consumers about the contents and nutritional value of prebiotic-fortified products. Ensuring that labels comply with regulations is a challenge.

Infrastructure and Distribution

Saudi Arabia is a large country with vast distances between regions. Ensuring the efficient distribution of prebiotic ingredients to various parts of the country can be logistically complex. Transportation infrastructure, including roads and logistics networks, may not be uniformly developed in all areas, making it challenging to move products from manufacturers to retailers or end consumers. Prebiotic ingredients, particularly those that require specific temperature and humidity conditions for storage,

can be sensitive to environmental factors. Maintaining these conditions throughout the supply chain can be challenging, especially in a hot and arid climate. Some prebiotic ingredients may require a cold chain to maintain their quality and efficacy. Ensuring the cold chain is maintained throughout the distribution process can be a logistical challenge. Importing prebiotic ingredients into Saudi Arabia can involve complex customs procedures and regulatory requirements, which may slow down the distribution process. Distribution to local retailers, especially in less densely populated areas, can be limited by the availability of retail outlets and the need for refrigeration or storage facilities. Reaching consumers in rural or remote areas can be challenging due to the limited infrastructure and transportation options. For companies involved in cross-border distribution with neighboring countries, additional complexities related to customs, documentation, and international shipping may arise.

Key Market Trends

Clean Label and Natural Ingredients

Consumers in Saudi Arabia are becoming more conscientious about the products they consume. They want to know what goes into the products they buy, and clean label products with natural ingredients provide this transparency. The clean label trend aligns with the broader health and wellness movement, where consumers seek products that support their well-being. Natural prebiotic ingredients are often seen as a part of a healthier diet. Many consumers are actively avoiding artificial additives, preservatives, and sweeteners. Prebiotic ingredients sourced from natural sources, such as chicory root or acacia gum, resonate with this preference. For instance, NUTRAFLORA® L95-S soluble prebiotic fiber is scientifically proven to enhance gut health by promoting the growth of beneficial bacteria. This gentle yet highly effective prebiotic is an excellent source of fiber. Derived from non-GMO cane sugar (sucrose), NUTRAFLORA® L95-S offers a sweetness profile similar to sugar but with fewer calories, making it an ideal ingredient for reducing sugar in product formulations. Clean label products often cater to individuals with dietary restrictions, including those who require allergen-free or gluten-free options.

Natural prebiotic ingredients are often free from common allergens. The clean label trend extends to the sustainability and ethical practices of companies. Consumers may favor products made with environmentally friendly and socially responsible practices. Organic prebiotic ingredients are gaining popularity as consumers look for products that are grown without synthetic pesticides or fertilizers. Organic certification aligns with the clean label trend. Products with natural prebiotic ingredients typically involve minimal

processing, which appeals to consumers who want foods that are less refined and closer to their natural state. Companies often prominently feature clean labels and natural claims on their product packaging and in marketing materials to attract consumers who value these attributes. The trend toward artisanal and locally sourced products, which are often associated with clean label and natural ingredients, is growing in Saudi Arabia.

Segmental Insights

Type Insights

In 2023, the Saudi Arabia Prebiotic Ingredients Market largest share was held by Polydextrose segment and is predicted to continue expanding over the coming years. Polydextrose is a soluble fibre and is known for its prebiotic properties. It can serve as a source of prebiotic fibre, promoting the growth of beneficial gut bacteria. Its functional properties make it a valuable ingredient in the development of products designed to enhance gut health. If polydextrose had received regulatory approval from the Saudi Food and Drug Authority (SFDA) or was recognized as safe for use in food and dietary supplements, this would boost its adoption in the market. Polydextrose can be incorporated into a wide range of food and beverage products, including baked goods, dairy, beverages, and confectionery. This versatility allows manufacturers to add prebiotic benefits to a variety of products. Polydextrose can help improve the taste and texture of certain food products while providing prebiotic benefits. This makes it an attractive choice for formulators seeking to create products that are both palatable and health-promoting. If there is a growing awareness among consumers in Saudi Arabia regarding the importance of gut health and prebiotics, this can drive the demand for products containing polydextrose. Scientific studies and research supporting the health benefits of polydextrose as a prebiotic may have contributed to its popularity and market share.

Source Insights

In 2023, the Saudi Arabia Prebiotic Ingredients Market largest share was held by Vegetables segment and is predicted to continue expanding over the coming years. Vegetables are a natural and organic source of prebiotic ingredients, which aligns with the growing consumer preference for clean label and natural products. Many consumers seek food and beverage products with easily recognizable and trusted ingredients. As people in Saudi Arabia become more health-conscious, there is an increasing interest in products that promote well-being and gut health. Vegetables are recognized as a

healthy food source, and their inclusion in prebiotic ingredients appeals to those looking to improve their diets. Many individuals are adopting dietary patterns that prioritize plant-based or vegetarian/vegan diets. These diets often emphasize the consumption of vegetables, making prebiotic ingredients from vegetable sources particularly attractive to this demographic. Vegetables can provide a variety of prebiotic fibers, including inulin, fructooligosaccharides (FOS), and others. This diversity allows food manufacturers to create products with different prebiotic ingredients to meet specific consumer preferences and dietary needs. Vegetables are a common and culturally relevant part of Saudi Arabian cuisine. Their incorporation into traditional dishes can make it more seamless for consumers to adopt products with vegetable-based prebiotic ingredients.

Regional Insights

The Northern & Central region dominates the Saudi Arabia Prebiotic Ingredients Market in 2023. The northern and central regions of Saudi Arabia, including cities like Riyadh (in the central region) and Jeddah (in the western region), are densely populated urban centers. Urban populations often have greater access to and demand for a wider range of food products and dietary supplements, including those containing prebiotic ingredients. These regions are also more economically developed compared to some other parts of the country. Higher levels of income and purchasing power can lead to increased consumption of health and wellness products, including prebiotic-fortified foods and supplements. Urban areas often have better access to healthcare facilities and are more exposed to health awareness campaigns. This can lead to a higher level of awareness about gut health and the benefits of prebiotic ingredients. The central and northern regions of Saudi Arabia have well-developed retail and distribution networks, making it easier for companies to reach consumers with their prebiotic products.

Key Market Players

Kerry Group plc

Yakult Pharmaceutical Industry Co., Ltd.

FRIESLANDCAMPINA SAUDI ARABIA CO. LTD

Middle East Foods Solutions Company

Fonterra (Saudi New Zealand Milk Company) Limited

Dupont SAUDI ARABIA LIMITED

Report Scope:

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

Saudi Arabia Prebiotic Ingredients Market, By Type:

- o Oligosaccharides
- o Polydextrose
- o Inulin
- o Others

Saudi Arabia Prebiotic Ingredients Market, By Source:

- o Roots
- o Grains
- o Vegetables
- o Others

Saudi Arabia Prebiotic Ingredients Market, By Application:

- o Food & Beverages
- o Animal Feed

- o Dietary Supplements

 - Saudi Arabia Prebiotic Ingredients Market, By Bacterial Activity:

 - o Bifidobacteria

 - o Lactic Acid Bacteria

 - o Others

 - Saudi Arabia Prebiotic Ingredients Market, By Functionality:

 - o Gut Health

 - o Bone Health

 - o Cardiovascular Health

 - o Weight Management

 - o Immunity

 - Saudi Arabia Prebiotic Ingredients Market, By Region:

 - o Eastern

 - o Western

 - o Northern & Central

 - o Southern

 - Competitive Landscape

 - Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Prebiotic Ingredients Market.

Available Customizations:

Saudi Arabia Prebiotic Ingredients 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. SAUDI ARABIA PREBIOTIC INGREDIENTS MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Type (Oligosaccharides, Polydextrose, Inulin and Others)
 - 4.2.2. By Source (Roots, Grains, Vegetables and Others)
 - 4.2.3. By Application (Food & Beverages, Animal Feed and Dietary Supplements)
 - 4.2.4. By Bacterial Activity (Bifidobacteria, Lactic Acid Bacteria and Others)
 - 4.2.5. By Functionality (Gut Health, Bone Health, Cardiovascular Health, Weight Management, and Immunity)

4.2.6. By Region (Eastern, Western, Northern & Central, Southern)

4.2.7. By Company (2023)

4.3. Market Map

5. EASTERN PREBIOTIC INGREDIENTS MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type

5.2.2. By Source

5.2.3. By Application

5.2.4. By Bacterial Activity

5.2.5. By Functionality

6. WESTERN PREBIOTIC INGREDIENTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Source

6.2.3. By Application

6.2.4. By Bacterial Activity

6.2.5. By Functionality

7. NORTHERN & CENTRAL PREBIOTIC INGREDIENTS MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Source

7.2.3. By Application

7.2.4. By Bacterial Activity

7.2.5. By Functionality

8. SOUTHERN PREBIOTIC INGREDIENTS MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By Source

8.2.3. By Application

8.2.4. By Bacterial Activity

8.2.5. By Functionality

9. MARKET DYNAMICS

9.1. Drivers

9.2. Challenges

10. MARKET TRENDS & DEVELOPMENTS

10.1. Recent Developments

10.2. Product Launches

10.3. Mergers & Acquisitions

11. POLICY & REGULATORY LANDSCAPE

12. SAUDI ARABIA ECONOMIC PROFILE

13. COMPETITIVE LANDSCAPE

13.1. Kerry Group plc

13.1.1. Business Overview

13.1.2. Company Snapshot

13.1.3. Products & Services

13.1.4. Financials (As Reported)

13.1.5. Recent Developments

13.1.6. Key Personnel Details

13.1.7. SWOT Analysis

13.2. Yakult Pharmaceutical Industry Co., Ltd.

13.3. FRIESLANDCAMPINA SAUDI ARABIA CO. LTD

13.4. Middle East Foods Solutions Company

13.5. Fonterra (Saudi New Zealand Milk Company) Limited

13.6. Dupont SAUDI ARABIA LIMITED

14. STRATEGIC RECOMMENDATIONS

15. ABOUT US & DISCLAIMER

I would like to order

Product name: Saudi Arabia Prebiotic Ingredients Market By Type (Oligosaccharides, Polydextrose, Inulin and Others), By Source (Roots, Grains, Vegetables and Others), By Application (Food & Beverages, Animal Feed and Dietary Supplements), By Bacterial Activity (Bifidobacteria, Lactic Acid Bacteria and Others), By Functionality (Gut Health, Bone Health, Cardiovascular Health, Weight Management and Immunity), By Region, Competition, Forecast & Opportunities, 2019-2029F

Product link: <https://marketpublishers.com/r/S10DCED1EE04EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S10DCED1EE04EN.html>