

# **UAE Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, and Others), By Form (Tablets, Capsules, Powder, Liquids and Soft Gels), By Distribution Channel (Pharmacies and Drug Stores, Supermarkets and Hypermarkets, Online and Others), By Application (Energy & Weight Management, General Health, Bone & Joint Health, Immunity and Others), By End User (Infants, Children, Adults, Pregnant Females, Geriatric), By Region, Competition, Forecast and Opportunities, 2019-2029F**

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## **Abstracts**

UAE Dietary Supplements Market was valued at USD 135.03 Million in 2023 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.28% through 2029. The UAE Dietary Supplements Market is primarily driven by factors such as increasing health consciousness among consumers, rising disposable incomes, and growing awareness of preventive healthcare measures. As individuals become more proactive about managing their health and well-being, there is a growing demand for dietary supplements to complement their diets and address specific health concerns. Lifestyle factors such as hectic schedules, stress, and inadequate nutrition contribute to the need for dietary supplements to bridge nutritional gaps and support overall health. Endorsements from healthcare professionals, celebrity influencers, and the availability of a diverse range of products further fuel market growth.

## Key Market Drivers

### Increasing Health Awareness

The UAE Dietary Supplements Market is propelled by a fundamental factor: the escalating awareness of health and wellness among consumers. This burgeoning consciousness stems from a collective recognition of the importance of maintaining optimal health and preventing potential health complications. With individuals increasingly prioritizing their well-being, there is a notable shift towards proactive health management strategies. This paradigmatic change encourages consumers to explore various avenues to augment their overall health, including the incorporation of dietary supplements into their daily routines.

As consumers become more discerning about their health, they actively seek out solutions that align with their wellness objectives. Dietary supplements emerge as a viable option due to their accessibility, ease of use, and perceived benefits in supporting health goals. Whether aiming to boost immunity, improve energy levels, or address specific nutritional deficiencies, consumers perceive dietary supplements as convenient tools to enhance their overall well-being. The pervasive availability of information through various channels, including media, social networks, and health-related publications, contributes to the dissemination of knowledge regarding the role of dietary supplements in promoting health. Consumers are increasingly exposed to information highlighting the potential benefits of dietary supplements, fostering a deeper understanding of their utility and prompting greater interest in their adoption.

### Rising Disposable Incomes

The UAE's economic prosperity and the concurrent increase in disposable incomes have significantly reshaped consumer behavior, particularly in the realm of health and wellness. In 2024, the per capita household disposable income in the United Arab Emirates is projected to reach USD 28,180 whereas total consumer spending in the United Arab Emirates is expected to amount to USD 210 billion in 2024. This newfound affluence has empowered individuals with greater purchasing power, affording them the means to prioritize their health and well-being like never before. As a result, consumers are increasingly inclined to allocate a portion of their discretionary income towards products and services that contribute to their overall health and vitality.

Against this backdrop, dietary supplements have emerged as a focal point for investment in personal health management. With heightened awareness of the importance of preventive healthcare and proactive lifestyle choices, consumers recognize the value of dietary supplements as adjuncts to their wellness regimens. These supplements are viewed as accessible, convenient, and effective tools for supporting various health goals, ranging from bolstering immunity to enhancing energy levels and addressing specific nutritional deficiencies. The growing emphasis on preventive healthcare practices encourages consumers to adopt a forward-thinking approach to their well-being. Rather than waiting for health issues to manifest, individuals are increasingly proactive in safeguarding their health through measures such as regular exercise, balanced nutrition, and dietary supplementation. In this context, dietary supplements serve as proactive investments in long-term health, reflecting a shift towards a more holistic and preventive approach to healthcare management.

### Preventive Healthcare Trends

The transition towards preventive healthcare practices represents a fundamental shift in the way individuals approach their well-being in the UAE. Rather than adopting a reactive stance towards health management, consumers are embracing a proactive approach centered around preventive measures aimed at averting health issues before they arise. At the forefront of this paradigm shift is the growing recognition of the role that lifestyle modifications and dietary supplementation play in safeguarding and optimizing health outcomes.

Central to this shift is the escalating demand for dietary supplements as integral components of preventive healthcare regimens. Dietary supplements are perceived as accessible and convenient tools for fortifying the body with essential nutrients, addressing potential nutritional gaps, and supporting overall health and vitality. By proactively incorporating dietary supplements into their daily routines, consumers aim to bolster their immune systems, enhance energy levels, and optimize their physiological functions to ward off potential illnesses and maintain peak wellness. The emphasis on preventive healthcare practices reflects a broader societal awareness of the importance of holistic well-being and disease prevention. Consumers are increasingly cognizant of the impact of lifestyle factors such as diet, exercise, stress management, and sleep hygiene on their health outcomes. In response, they are taking proactive steps to cultivate healthy habits and mitigate risk factors associated with chronic diseases and lifestyle-related conditions.

## Urbanization and Changing Lifestyles

Urbanization and shifting lifestyles in the UAE herald a new era of health challenges characterized by sedentary routines, bustling schedules, and a rapid pace of life. Amidst this urban landscape, dietary imbalances and nutritional deficiencies have become increasingly prevalent, posing significant health concerns for individuals across the country. In the UAE, protein supplements are the most commonly used dietary supplements, followed by multivitamins. According to studies, between 37.8% and 51.3% of the UAE population uses dietary supplements in UAE. The transition towards urban living often entails a departure from traditional dietary patterns, with convenience often trumping nutritional quality in food choices.

Sedentary habits compounded by desk-bound jobs and limited physical activity contribute to a decline in overall metabolic health and increase the risk of chronic diseases. According to a study on the prevalence of chronic diseases among United Arab Emirates University students, 23.0% of the students reported having chronic conditions. The most common chronic diseases were obesity (12.5%), diabetes (4.2%), and asthma/allergies (3.2%). On the other hand, 11.8% of the UAE's population was affected by diabetes in 2021. Similarly, hectic schedules leave little time for meal preparation and mindful eating, leading to reliance on fast food and processed meals that are often lacking in essential nutrients. 34.8% of the students were either overweight or obese according to a study on the prevalence of chronic diseases among United Arab Emirates University students. The ubiquity of convenience foods and pre-packaged meals further exacerbates dietary imbalances, as these offerings are typically high in calories, sugars, and unhealthy fats while lacking in vital vitamins and minerals. In response to these challenges, consumers in the UAE are increasingly turning to dietary supplements as a means of addressing nutritional gaps and ensuring adequate intake of essential nutrients. Dietary supplements offer a convenient and practical solution to supplement diets that may fall short in meeting daily nutritional requirements. Whether in the form of multivitamins, mineral supplements, or specialized formulations targeting specific health needs, dietary supplements provide a valuable source of essential nutrients that may be lacking in the diet.

## Key Market Challenges

### Regulatory Compliance and Standards

One of the primary challenges in the UAE Dietary Supplements Market revolves around regulatory compliance and adherence to stringent standards. The market is

governed by regulations set forth by regulatory bodies such as the Emirates Authority for Standardization and Metrology (ESMA) and the Ministry of Health and Prevention (MOHAP). Compliance with these regulations, including product registration, labeling requirements, and ingredient specifications, can pose challenges for manufacturers and distributors. Ensuring that dietary supplements meet the necessary regulatory requirements while maintaining product efficacy and quality standards requires substantial investments in compliance infrastructure and expertise.

### Consumer Awareness and Education

Despite the growing popularity of dietary supplements in the UAE, there remains a significant gap in consumer awareness and education regarding their appropriate usage, safety, and efficacy. Many consumers may lack understanding about the role of dietary supplements in supporting overall health and wellness, leading to misconceptions or misuse of these products. Educating consumers about the benefits, potential risks, and proper usage of dietary supplements is essential for fostering informed decision-making and promoting responsible consumption. However, achieving widespread consumer education requires concerted efforts from regulatory authorities, industry stakeholders, healthcare professionals, and consumer advocacy groups.

### Key Market Trends

#### Expansion of Retail Channels

The proliferation of retail channels in the UAE, spanning pharmacies, supermarkets, health food stores, and online platforms, has significantly transformed the accessibility landscape of dietary supplements for consumers across the country. This expansion represents a pivotal development in the market dynamics, democratizing access to dietary supplements and empowering consumers with unprecedented choice and convenience. Pharmacies, long regarded as trusted sources of healthcare products and services, have emerged as key retail destinations for dietary supplements. With their widespread presence in urban centers and communities, pharmacies provide a convenient avenue for consumers to access a diverse range of dietary supplements under one roof. The presence of knowledgeable pharmacists facilitates informed decision-making, enabling consumers to seek guidance on product selection and usage.

Supermarkets, renowned for their extensive product offerings and competitive pricing,

have also emerged as prominent players in the dietary supplements market. The inclusion of dietary supplements alongside groceries and household essentials enhances the visibility and accessibility of these products, catering to the needs of consumers seeking convenience and variety during their shopping trips. Health food stores, specializing in natural and organic products, cater to the preferences of health-conscious consumers seeking premium-quality dietary supplements. These specialized outlets offer a curated selection of supplements tailored to specific health goals and dietary preferences, catering to niche segments of the market seeking alternative and holistic wellness solutions.

## Health and Wellness Trends

The burgeoning emphasis on health and wellness in the UAE has been propelled by a multifaceted cultural shift, bolstered by the pervasive influence of social media influencers, wellness bloggers, and celebrity endorsements. This convergence of factors has fostered a seismic transformation in consumer attitudes towards health, catalyzing a paradigm shift where prioritizing well-being has become an intrinsic component of lifestyle choices.

Social media platforms serve as powerful catalysts for disseminating health and wellness-related content, shaping consumer perceptions, and influencing purchasing decisions. Wellness influencers and bloggers leverage their digital platforms to share personal narratives, wellness tips, and product recommendations, garnering a loyal following of health-conscious individuals seeking guidance and inspiration on their wellness journey. Similarly, celebrity endorsements lend credibility and visibility to dietary supplements, positioning them as coveted lifestyle accessories endorsed by trusted personalities. In this dynamic landscape, health and wellness have transcended mere trends to become entrenched aspects of modern living. Consumers aspire to embody the ideals of holistic well-being, encompassing physical, mental, and emotional dimensions of health. Against this backdrop, dietary supplements have emerged as indispensable tools for supporting and enhancing wellness goals, serving as conduits for optimizing health outcomes and achieving peak vitality.

## Segmental Insights

### Product Type Insights

Based on the Product Type, Vitamins hold a paramount position in the UAE Dietary



Supplements Market, commanding dominance and exerting a profound influence on consumer choices and industry dynamics. This dominance can be attributed to several key factors that underscore the essential role of vitamins in supporting overall health and wellness in the UAE. Vitamins are indispensable micronutrients that play fundamental roles in various physiological functions, ranging from immune support and energy metabolism to skin health and cognitive function. These essential nutrients are required in small quantities but are crucial for maintaining optimal health and vitality. In a fast-paced and increasingly urbanized society like the UAE, where hectic lifestyles and dietary imbalances are prevalent, the need for supplemental vitamins becomes paramount.

The UAE's multicultural population encompasses individuals with diverse dietary habits, lifestyles, and nutritional needs. Despite the abundance of food options in the UAE, dietary patterns may not always provide adequate amounts of essential vitamins, leading to potential nutrient deficiencies. Factors such as busy schedules, reliance on convenience foods, and cultural dietary practices may contribute to gaps in nutrient intake, necessitating the supplementation of vitamins to bridge these nutritional gaps.

### End User Insights

Based on the End User segment, Adults dominate the UAE Dietary Supplements Market for a multitude of reasons, reflecting their diverse health needs, proactive approach to wellness, and cultural influences shaping consumption patterns. Several factors contribute to the prominence of adults in driving demand and shaping trends within the market. Adults constitute the largest and most diverse demographic segment in the UAE, encompassing individuals across a wide age range, from young adults to seniors. This demographic diversity translates into varied health needs and preferences, driving demand for a broad spectrum of dietary supplements tailored to address specific concerns and goals. Whether seeking to support immune health, boost energy levels, or manage chronic conditions, adults rely on dietary supplements as integral components of their health and wellness regimens.

Adults in the UAE exhibit a heightened awareness of health and wellness issues, driven by factors such as increasing education levels, access to information through digital platforms, and exposure to global health trends. With a growing emphasis on preventive healthcare and self-care practices, adults proactively seek out dietary supplements as part of their holistic approach to maintaining optimal health and vitality. This proactive mindset is particularly pronounced among urban-dwelling adults,

Adults prioritize wellness-enhancing strategies amidst the demands of modern life. The dietary supplement preferences of adults are influenced by lifestyle factors such as diet quality, physical activity levels, and environmental stressors. Despite the abundance of food options in the UAE, dietary patterns may not always provide adequate amounts of essential nutrients, leading adults to turn to supplements to fill nutritional gaps and ensure comprehensive health support. Whether adopting plant-based diets, following restrictive eating patterns, or facing dietary restrictions due to health conditions, adults seek out supplements to complement their dietary choices and optimize nutritional intake.

## Regional Insights

Abu Dhabi emerges as a dominant force in the UAE Dietary Supplements Market, propelled by several key factors that underscore its unique position and influence within the market landscape. From its robust healthcare infrastructure to its affluent consumer base and strategic geographic location, Abu Dhabi possesses distinct advantages that contribute to its dominance in driving demand and shaping trends within the dietary supplements sector.

Abu Dhabi boasts a world-class healthcare infrastructure characterized by state-of-the-art medical facilities, renowned healthcare institutions, and advanced healthcare services. As the capital city of the UAE, Abu Dhabi is home to leading hospitals, clinics, and wellness centers equipped with cutting-edge technologies and staffed by highly skilled healthcare professionals. This comprehensive healthcare ecosystem fosters a conducive environment for the promotion and distribution of dietary supplements, with healthcare providers often recommending and prescribing supplements as adjuncts to conventional medical treatments. Abu Dhabi's affluent consumer base and high purchasing power position it as a lucrative market for dietary supplements. With a significant portion of the population comprising affluent residents, expatriates, and international visitors, Abu Dhabi residents have the financial means to invest in their health and wellness. This demographic profile translates into a strong demand for premium-quality supplements, organic and natural products, and innovative formulations catering to diverse health needs and lifestyle preferences.

## Key Market Players

Bayer Middle East FZE

Nestlé Middle East FZE



%II%New Country Healthcare LLC

%II%Abbott Laboratories S.A.

%II%Ultramade Nutrition and beverages Factory

%II%Quest Vitamins Middle East FZE

%II%MicroSynergy Pharmaceuticals FZCO

%II%Geltec Pharmacare FZCO

%II%Pharmatrade LLC

%II%Medysinal FZCO

Report Scope:

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

%II%UAE Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Others

%II%UAE Dietary Supplements Market, By Form:

*UAE Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fi...*

Tablets

Capsules

Powder

Liquids

Soft Gels

#### %II%UAE Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

#### %II%UAE Dietary Supplements Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

#### %II%UAE Dietary Supplements Market, By End User:

Infants

Children

Adults

Pregnant Females

Geriatric

UAE Dietary Supplements Market, By Region:

Abu Dhabi

Dubai

Sharjah

Rest of UAE

Competitive Landscape

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

Available Customizations:

UAE 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).

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