

UAE Dietary Supplements Market By Product Type (Vitamin, Combination Dietary Supplement, Herbal Supplement, Fish Oil & Omega Fatty Acid, Protein, Other), By Form (Tablets, Capsules, Powder, Liquids, 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 (Infants, Children, Adults, Pregnant Females, Geriatric), By Region, Competition, Forecast & Opportunities, 2028

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Abstracts

UAE Dietary Supplements Market is anticipated to experience impressive growth with a 7.51% CAGR during the forecast period 2024-2028. Increasing health consciousness among people, coupled with the rising number of gyms and wellness centers in the region, are expected to augment the growth of the UAE Dietary Supplements Market. As per the report of the Dubai Health Authority (DHA), 90% of the UAE population is suffering from a deficiency of vitamin D. The scarcity of vitamin D leads to a high risk of Type I & II diabetes in newborn babies.

Dietary supplements are products that are intended to supplement a person's diet and provide additional nutrients that may be missing from their daily food intake. These supplements come in various forms, including capsules, tablets, powders, liquids, and bars. Also, various advantages of adding dietary supplements to daily diet fuel UAE Dietary Supplement Market growth. For example, some people may not absorb enough

of certain vitamins, minerals, or other nutrients in their diet. In such cases, dietary supplements can help to fill the gaps and ensure the body gets sufficient nutrients. Furthermore, dietary supplements play a pivotal role in the diet of athletes and active individuals, as certain supplements can improve performance or help with recovery. For example, protein supplements can help build muscle and aid in recovery after exercise. There are various other factors that are supporting the growth of the UAE Dietary Supplements Market, such as changing lifestyles, the introduction of new brands, an increase in healthcare expenditure, a favorable regulatory scenario, an increased prevalence of malnutrition and nutritional deficiency, a rise in awareness among people, etc. In addition to these, there is a greater emphasis on maintaining health and preventing chronic disease in the aging population, which is expected to augment the growth of the UAE Dietary Supplement Market in the coming years.

Increasing Focus of People on Health and Wellness Propelling the Market Growth

In recent years, there has been an increasing focus on health and wellness, due to which people are becoming more aware of the importance of maintaining good health and are seeking ways to achieve this goal. This focus on health and wellness is driven by several factors, including an aging population, rising healthcare costs, and a growing understanding of the importance of preventative care.

As consumers become more health-conscious, there is a growing demand for products that can help them maintain or improve their health. Many people are turning to dietary supplements to support their immune system, boost their energy levels, or address specific health concerns such as joint pain or digestive issues.

In addition, there is a growing trend towards natural and organic products in the region, driven by increasing health awareness and concerns about the safety and efficacy of synthetic supplements. Consumers are looking for products that are free from harmful additives and chemicals and made with natural and organic ingredients. This has led to a surge in demand for plant-based supplements, such as those made from herbs, fruits, and vegetables. Therefore, the rising emphasis of people on health and wellness is expected to bolster the growth of the UAE Dietary Supplement Market in the upcoming years.

Increasing Prevalence of Chronic Diseases Driving the UAE Dietary Supplement Growth

The increasing incidence of chronic diseases such as diabetes, cardiovascular disease,

and cancer in the region is expected to augment the growth of the UAE Dietary Supplement Market in the upcoming years. Many people in UAE are turning to dietary supplements to manage or prevent these conditions. It is because certain supplements, such as omega-3 fatty acids, vitamin D, and probiotics, may have health benefits in this regard. Therefore, there is a surge in demand for dietary supplements in the region, which, in turn, is expected to bolster the growth of UAE Dietary Supplement Market in the forthcoming years. According to the International Diabetes Federation (IDF), the prevalence of diabetes in the United Arab Emirates (UAE) in 2021 is estimated to be 17.3% among adults aged 20-79 years. This means that approximately 1 in 6 adults in the UAE has diabetes. The IDF reports that the number of people with diabetes in the UAE is expected to increase from 1.2 million in 2021 to 2.2 million by 2045, reflecting a significant increase in the burden of this disease on the country's healthcare system. In addition to it, the rising number of people suffering from these life and diet-related diseases is expected to boost the growth of the UAE Dietary Supplement Market.

Growing Awareness among People about the Dietary Supplements are Promising Factor for Market Growth

In recent years, there has been a growing awareness among people of dietary supplements, which is one of the major factors bolstering the growth of the UAE Dietary Supplement Market. Many people are becoming more interested in maintaining a healthy lifestyle and are looking for ways to supplement their diet to improve their overall health and wellness. Also, due to social media platforms, there is an increase in awareness as influencers and celebrities are often endorsing dietary supplements, which is strengthening the growth of the UAE Dietary Supplement Market.

Furthermore, various awareness programs are launched by the government to educate consumers about the benefits and risks of dietary supplements. These campaigns include advertisements, social media posts, and other educational materials which aim at increasing public awareness about the importance of a healthy diet and the role of dietary supplements in maintaining good health.

Expansion of E-Commerce Channels Driving the UAE Dietary Supplements Market Growth

The expansion of e-commerce channels has played a significant role in driving the growth of the dietary supplements market in the UAE by facilitating easier access, increased convenience, and providing a platform for the marketing and promotion of dietary supplements. E-commerce platforms have revolutionized the way people shop

for dietary supplements. Consumers can browse and purchase products from the comfort of their homes using their smartphones or computers. The convenience of online shopping has attracted a significant portion of the population, allowing them to access a wide variety of dietary supplements, compare prices, read reviews, and make informed purchasing decisions. The expansion of e-commerce channels has significantly expanded the choices available to consumers, providing access to both local and international brands.

E-commerce platforms enable consumers in the UAE to access a wide range of international dietary supplement brands that may not be available in local physical stores. The global market access allows consumers to explore and purchase products from different regions, expanding their choices and exposure to new supplement options. The availability of international brands through e-commerce channels further fuels the UAE dietary supplements market growth.

Growing Government Support

The rise in government support for dietary supplements in the UAE region is fueling the growth of the UAE Dietary Supplement Market. Favorable rules and regulations for the dietary supplement industry contribute to the growth of the UAE Dietary Supplement Market. For instance, in Saudi Arabia, the Saudi Food and Drug Authority (SFDA) regulates dietary supplements and requires manufacturers to register their products and provide information on their safety and efficacy. The authority conducts inspections of supplement manufacturing facilities to ensure compliance with safety and quality standards. The UAE government in the region is investing in programs to improve public health, including initiatives to reduce obesity rates, improve nutrition, and encourage physical activity. Also, in 2019, the UAE government continued its efforts to regulate and promote the use of dietary supplements in the country. Some of the initiatives and regulations implemented were related to the regulation of health claims, quality control standards, labeling requirements, and others.

Recent Developments

In 2021, one of the major players in the UAE food industry player “Agthia Group” is planning to enter the frozen and chilled processed protein products market by acquiring most of the stake in Nabil Foods.

In 2023, SPE Capital, an investment firm focused on Africa and the Middle East and having a significant presence in UAE announced to acquire a majority stake

in Vital, the leading nutritional supplements producer. Through this acquisition, SPE Capital can access a portfolio of over 400 high-quality branded products that are marketed internationally.

Market Segmentation

UAE Dietary Supplements Market is segmented based on product type, form, distribution channel, application, end user, and region. Based on product type, the UAE Dietary Supplement Market is divided into vitamins, combination dietary supplements, herbal supplements, fish oil & omega fatty acid, protein, and others. Based on form, the market is categorized into tablets, capsules, powders, liquids, and soft gels. Based on distribution channels, the market is categorized into pharmacies and drug stores, supermarkets and hypermarkets, online, and others. Based on application, the market is segmented into energy & weight management, general health, bone & joint health, immunity, and others. Based on end users, the UAE Dietary Supplement Market is categorized into infants, children, adults, pregnant females, and geriatric. In terms of region, the UAE dietary supplement market is segmented into Dubai, Abu Dhabi, Sharjah, and the rest of UAE.

Market Players

Haleon Plc., Bayer Middle East L.L.C, Nestlé S.A. (Nestlé UAE LLC), Vitabiotics Ltd., NOW Health Group, Inc. (New Country Healthcare LLC), Iovate Health Sciences International Inc., Gulf Pharmaceutical Industries P.S.C., Glanbia Performance Nutrition, Inc., Ambrosial Nutrifood Ltd., and Abbott laboratories S.A. are some of the leading companies operating in the UAE dietary supplement market.

Report Scope:

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

UAE Dietary Supplements Market, By Product Type:

Vitamin

Combination Dietary Supplement

Herbal Supplement

Fish Oil & Omega Fatty Acid

Protein

Others

UAE Dietary Supplements Market, By Form:

Tablets

Capsules

Powder

Liquids and Soft Gels

UAE Dietary Supplements Market, By Distribution Channel:

Pharmacies and Drug Stores

Supermarkets and Hypermarkets

Online

Others

UAE Dietary Supplements Market, By Application:

Energy & Weight Management

General Health

Bone & Joint Health

Immunity

Others

UAE Dietary Supplements Market, By End User:

Infants

Children

Adults

Pregnant Females

Geriatric

UAE Dietary Supplements Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Competitive Landscape

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

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