

# **UAE Vitamin and Mineral Premixes Market, By Type (Vitamins, Minerals, Vitamins & Mineral Combinations), By Application (Food & Beverages, Feed, Healthcare, Cosmetic & Personal Care), By Form (Dry, Liquid), By Region, Competition, Forecast & Opportunities, 2019-2029**

<https://marketpublishers.com/r/UD4584D56C6FEN.html>

Date: December 2024

Pages: 88

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

ID: UD4584D56C6FEN

## **Abstracts**

UAE Vitamin and Mineral Premixes Market was valued at USD 34.78 Million in 2023 and is anticipated to reach USD 49.44 Million with a CAGR of 6.52% through the forecast period. The UAE Vitamin and Mineral Premixes market is poised for substantial growth driven by several key factors unique to the region. As a hub of economic activity and a burgeoning consumer market, the UAE presents fertile ground for the expansion of industries catering to health and wellness. Vitamin and mineral premixes play a crucial role in fortifying various food and beverage products, addressing nutritional deficiencies, and meeting the evolving consumer demand for healthier choices. One of the primary drivers of this market is the increasing awareness among UAE consumers about the importance of preventive healthcare. With rising disposable incomes and a growing emphasis on personal well-being, there is a notable shift towards products that offer added health benefits. Vitamin and mineral premixes enable food and beverage manufacturers to enhance the nutritional profiles of their products without compromising on taste or quality, thereby appealing to health-conscious consumers.

UAE government's initiatives to promote healthy living and combat lifestyle diseases further bolster the demand for fortified food and beverages. Regulations mandating fortification of staple foods with essential vitamins and minerals have also contributed to the market's expansion. For instance, In the UAE, all health supplements must be registered with the Dubai Municipality or other relevant emirate authorities before

manufacturing, import, or sale to ensure regulatory compliance. These supplements must adhere to several regulations, including GSO 2571/2021 (general requirements for health supplements), GSO CAC/GL 55:2015 (guidelines for vitamins and minerals food supplements), and local orders such as Dubai Municipality's Technical Guidelines for Health Supplements. This regulatory framework ensures that consumers across the UAE have access to products that meet specified nutritional standards, driving the adoption of premixes by manufacturers seeking compliance and consumer trust. UAE's position as a global trade hub facilitates the easy availability of high-quality raw materials required for vitamin and mineral premixes. This availability, coupled with advanced manufacturing capabilities and strategic partnerships with international suppliers, strengthens the UAE's role as a pivotal player in the regional market for nutritional fortification solutions. UAE Vitamin and Mineral Premixes market is expected to witness continued growth as manufacturers innovate to meet diverse consumer preferences and regulatory requirements. This dynamic landscape presents opportunities for both local and international companies to contribute to the country's evolving food and beverage industry, driving advancements in nutrition and wellness across the region.

## Key Market Drivers

### Growing Health Consciousness

Health consciousness among consumers in the UAE is a pivotal driver influencing the Vitamin and Mineral Premixes market. Increasingly, UAE residents are becoming more aware of the importance of nutrition in maintaining overall health and well-being. For instance, a study conducted at Ajman University in the United Arab Emirates revealed that 39% of students used dietary supplements, as reported by the National Institute of Health. The research indicated that individuals leading healthier lifestyles were more inclined to supplement their diets with vitamins and minerals. Specifically, the study found that physically active individuals and nonsmokers were more likely to consume these supplements compared to others. This heightened awareness stems from several factors, including rising concerns about lifestyle diseases, a growing emphasis on preventive healthcare, and greater access to health-related information through digital platforms and media. Consumers in the UAE are actively seeking products that not only satisfy their nutritional requirements but also offer additional health benefits. Vitamin and mineral premixes play a crucial role in meeting this demand by fortifying a wide range of food and beverage products with essential nutrients. These premixes enable manufacturers to enhance the nutritional profiles of their offerings without compromising taste or quality, catering to the preferences of health-conscious consumers.

Government initiatives promoting healthy eating and lifestyle choices further reinforce this trend. Regulations mandating the fortification of staple foods with specific vitamins and minerals ensure that products meet minimum nutritional standards, thereby enhancing consumer confidence in fortified products. This regulatory framework not only drives the adoption of vitamin and mineral premixes by manufacturers but also contributes to shaping consumer preferences towards healthier food choices.

The increasing health consciousness among UAE consumers creates a favorable market environment for vitamin and mineral premixes. It encourages innovation and product development in the food and beverage industry, fostering a growing market for fortified products that address nutritional deficiencies and support healthier lifestyles in the region.

### Urbanization and Lifestyle Changes

Urbanization and changing lifestyles in the UAE have reshaped consumer behaviors and preferences, significantly impacting the Vitamin and Mineral Premixes market. As urban centers expand and populations gravitate towards metropolitan areas, there is a notable shift in dietary habits and consumption patterns. Urban dwellers often opt for convenience-oriented food and beverage choices, which are increasingly being fortified with essential nutrients using premixes. The fast-paced urban lifestyle in the UAE has led to a rise in demand for on-the-go snacks, processed foods, and ready-to-eat meals. This lifestyle change leads to the increase in various diseases. For instance, according to a 2023 study published by the National Institute of Health, various health indicators among Emirati schoolchildren and adults in the United Arab Emirates were reported. Among schoolchildren, 7.6% were found to be underweight. The survey also revealed prevalence rates of 3.8% for underweight children, 39.1% for stunted growth, and 16.2% for overweight or obese children. Among adults, high rates of overweight (74%) and obesity (37.2%) were documented. Anemia was also highlighted, with prevalence rates of 26% among women of reproductive age and 24.3% among preschool children. These rates indicate moderate public health concerns according to WHO classifications. The findings underscore the need for targeted interventions to address nutritional deficiencies and promote healthier lifestyles across different age groups in the UAE. Manufacturers recognize this trend and utilize vitamin and mineral premixes to enhance the nutritional content of these products. This fortification not only meets consumer expectations for health-conscious choices but also addresses nutritional deficiencies that may arise from hectic schedules and dietary compromises. Urbanization fosters a culture of innovation within the food and beverage industry. Companies leverage technological advancements to develop new fortified products that cater to urban

consumers' preferences for convenience, taste, and health benefits. This includes fortified beverages, snacks, and functional foods designed to support various aspects of modern lifestyles, such as energy levels, immunity, and overall well-being. As lifestyles continue to evolve in urban areas of the UAE, there is a growing awareness of the importance of nutrition in maintaining health amidst busy schedules. Vitamin and mineral premixes play a pivotal role in this context by enabling manufacturers to create products that align with urban consumers' desire for convenient, nutritious options, thereby driving growth in the UAE's premix market.

### Strategic Initiatives and Partnerships

Strategic initiatives and partnerships are instrumental in shaping the UAE's Vitamin and Mineral Premixes market, fostering innovation, sustainability, and market expansion. In the UAE, these initiatives are driven by a combination of government policies, industry collaborations, and partnerships between local manufacturers and international suppliers. Government policies play a crucial role in promoting the adoption of vitamin and mineral fortification in food and beverage products. Regulations mandating the fortification of staple foods with essential nutrients ensure that products meet minimum nutritional standards, thereby creating a consistent demand for premixes among manufacturers. These regulations also enhance consumer trust in fortified products, boosting market growth. Industry collaborations and partnerships are equally vital, enabling knowledge sharing, technology transfer, and access to high-quality raw materials required for premix production. Local manufacturers often collaborate with international suppliers who specialize in premix formulations and ingredients, ensuring a reliable supply chain and adherence to global quality standards. The strategic partnerships within the food and beverage sector facilitate product innovation and diversification. Companies join forces to develop new fortified products that cater to diverse consumer preferences and nutritional needs. These partnerships also facilitate market penetration and expansion, leveraging each partner's strengths in production, distribution, and marketing to effectively reach target audiences across the UAE and beyond.

The strategic initiatives and partnerships in the UAE Vitamin and Mineral Premixes market create a dynamic ecosystem conducive to sustainable growth and innovation. They support the development of fortified products that meet regulatory requirements, consumer expectations for health and wellness, and the evolving demands of a competitive market landscape.

### Key Market Challenges

## Cost Considerations

Cost considerations play a crucial role in shaping the dynamics of the UAE Vitamin and Mineral Premixes market, influencing production, pricing, and market competitiveness. One of the primary cost factors is the procurement of high-quality raw materials necessary for premix formulation. These raw materials, which include vitamins, minerals, and other nutritional additives, must meet stringent quality standards to ensure efficacy and safety in fortified food and beverage products. Manufacturers often source these ingredients from international suppliers, adding to costs due to import tariffs, exchange rate fluctuations, and shipping expenses. The process of formulating and blending these raw materials into premixes requires specialized expertise and equipment, contributing further to production costs. Companies invest in research and development to optimize formulations that maintain the stability, bioavailability, and sensory attributes of the final product while meeting regulatory requirements. These investments are essential to ensure that fortified products not only deliver the intended nutritional benefits but also meet consumer expectations for taste and texture. The cost of compliance with regulatory standards adds another layer of expense for manufacturers. Regulations mandating fortification levels and labeling requirements necessitate ongoing testing and documentation to demonstrate product safety and efficacy. This regulatory burden increases operational costs and requires continuous monitoring and adaptation to evolving regulatory landscapes.

Cost considerations are pivotal in pricing strategies within the UAE market, where consumers are price-sensitive and competitive pressures are high. Manufacturers must balance the investments required for quality raw materials, research and development, production technology, and regulatory compliance against market demand and pricing expectations. Strategic cost management, efficient supply chain practices, and innovations in formulation and production processes are key strategies employed by manufacturers to mitigate costs while maintaining product quality and competitiveness in the UAE Vitamin and Mineral Premixes market.

## Supply Chain Complexity

Supply chain complexity significantly influences the UAE Vitamin and Mineral Premixes market, impacting sourcing, production, and distribution of these essential ingredients used in fortified food and beverage products. The complexity arises from several factors unique to the region and the nature of the industry. The UAE relies heavily on international suppliers for sourcing key raw materials required for premix formulations.



These materials include vitamins, minerals, amino acids, and other nutritional additives that must meet stringent quality standards and regulatory requirements. The global nature of the supply chain introduces challenges such as fluctuating exchange rates, import tariffs, and geopolitical factors that can affect availability, pricing, and lead times.

The logistics play a critical role in the supply chain of premix ingredients. Ensuring timely delivery of raw materials to manufacturing facilities in the UAE involves coordination across multiple transportation modes and compliance with customs regulations. Delays in transit or disruptions in logistics can impact production schedules and inventory management, affecting product availability and market responsiveness. Maintaining a reliable and sustainable supply chain requires robust partnerships with international suppliers and distributors. These partnerships involve negotiations on pricing, terms of delivery, and quality assurance protocols to ensure consistency in product sourcing. Additionally, establishing alternative sourcing strategies and contingency plans helps mitigate risks associated with supply chain disruptions or shortages of critical ingredients. The regulatory compliance adds another layer of complexity to the supply chain. Manufacturers must adhere to local and international regulations governing food safety, labeling, and fortification levels. This involves rigorous testing, documentation, and certification processes to ensure that products meet regulatory standards and consumer expectations for safety and efficacy. Managing supply chain complexity in the UAE Vitamin and Mineral Premixes market requires strategic planning, proactive risk management, and collaborative partnerships across the global supply network. By enhancing transparency, efficiency, and resilience in the supply chain, manufacturers can optimize production processes, mitigate operational risks, and maintain competitive advantage in a dynamic and evolving market landscape.

## Key Market Trends

### Rising Demand for Functional Foods

The UAE Vitamin and Mineral Premixes market is experiencing a notable surge in demand driven by the growing preference for functional foods among consumers. Functional foods are products fortified with additional nutrients, such as vitamins, minerals, antioxidants, probiotics, and omega-3 fatty acids, which offer specific health benefits beyond basic nutrition. This trend reflects a broader shift towards healthier eating habits and preventive healthcare practices among UAE residents. Consumers in the UAE are increasingly seeking out foods and beverages that not only satisfy their hunger but also contribute positively to their overall well-being. This heightened health

consciousness is influenced by factors such as rising awareness of lifestyle-related health issues, an aging population concerned with longevity, and a desire for products that support active lifestyles. Vitamin and mineral premixes play a pivotal role in meeting this demand by enabling manufacturers to fortify a diverse range of products with essential nutrients without compromising taste or texture. These premixes are carefully formulated to ensure optimal nutrient absorption and bioavailability, addressing specific health concerns such as immunity support, bone health, cognitive function, and energy enhancement. The regulatory support for fortification initiatives in the UAE reinforces consumer confidence in functional foods. Government regulations mandate the fortification of staple foods with essential nutrients, thereby driving market growth and ensuring that fortified products meet specified nutritional standards.

Manufacturers are responding to the rising demand for functional foods by innovating and expanding their product offerings. This includes developing new formulations of premixes that cater to different dietary preferences, cultural considerations, and health conditions prevalent in the UAE market. Additionally, partnerships with nutritionists, dieticians, and health professionals are being leveraged to educate consumers about the benefits of fortified foods, further stimulating market growth and adoption of functional food products enriched with vitamin and mineral premixes.

### Digital and E-commerce

Digital and e-commerce trends are significantly influencing the UAE Vitamin and Mineral Premixes market, transforming how consumers discover, purchase, and engage with fortified food and beverage products. As digital adoption accelerates across the UAE, fueled by high internet penetration rates and smartphone usage, consumers are increasingly turning to online platforms to research nutritional products, compare options, and make informed purchasing decisions. E-commerce has emerged as a pivotal channel for manufacturers and retailers to reach a wider audience beyond traditional brick-and-mortar stores. Online platforms provide convenience, accessibility, and a seamless shopping experience, allowing consumers to browse a diverse array of fortified products enriched with vitamin and mineral premixes from the comfort of their homes or mobile devices. The digital marketing plays a crucial role in shaping consumer perceptions and preferences. Manufacturers leverage social media platforms, influencer collaborations, and targeted digital advertising campaigns to raise awareness about the health benefits of fortified products. Engaging content, such as educational videos, blog posts, and user-generated reviews, helps educate consumers and build trust in the efficacy and quality of vitamin and mineral premixes used in these products. Data analytics and personalized marketing strategies further enhance the effectiveness of

digital initiatives in the premix market. By analyzing consumer behavior and preferences, manufacturers can tailor their product offerings and promotional efforts to better meet the needs of diverse consumer segments in the UAE. This data-driven approach not only enhances customer satisfaction but also facilitates continuous product innovation and market responsiveness. The integration of e-commerce with logistics and supply chain management enhances efficiency in product distribution and delivery. Manufacturers can optimize inventory management, reduce lead times, and ensure product availability across different regions of the UAE, thereby meeting the growing demand for functional foods fortified with vitamin and mineral premixes. The digital and e-commerce trends are reshaping the UAE Vitamin and Mineral Premixes market by expanding market reach, enhancing consumer engagement, and driving innovation in product offerings and marketing strategies. Embracing these trends enables manufacturers to capitalize on the evolving preferences and shopping behaviors of UAE consumers, positioning them for sustained growth and competitiveness in the dynamic health and wellness sector.

## Segmental Insights

### Type Insights

Based on the Type, Vitamins & Mineral Combinations dominated the UAE market. This is ascribed due to their ability to offer comprehensive nutritional support in a single product. Consumers increasingly prioritize convenience and efficiency in their health and wellness routines, making multivitamin and mineral combinations appealing. These products cater to diverse health needs by providing a spectrum of essential nutrients that support overall health and specific functions such as immune system strength, bone health, and cognitive function. The synergistic interaction between vitamins and minerals in combination products can enhance their bioavailability and effectiveness compared to standalone nutrients. For instance, vitamin D is known to enhance the absorption of calcium, crucial for bone health. Such synergies are advantageous for consumers seeking optimal health benefits from their dietary supplements. From a manufacturing standpoint, producing combination products allows for streamlined processes and economies of scale. Formulating vitamins and minerals together reduces production complexity and costs associated with manufacturing and packaging multiple individual products. This efficiency benefits both manufacturers and consumers, ensuring competitive pricing and maintaining product quality and consistency. The dominance of vitamin and mineral combinations in the market reflects their ability to meet consumer demands for convenience, efficacy, and comprehensive nutritional support in a single dietary supplement.



## Application Insights

Based on application, Food & Beverages dominated the UAE market. This dominance is primarily driven by widespread consumer demand for fortified and functional foods that offer added health benefits. In today's health-conscious society, consumers are increasingly seeking products that not only satisfy hunger but also contribute positively to their overall well-being. Fortified foods enriched with vitamins, minerals, antioxidants, and other nutrients cater to these evolving consumer preferences. They are integrated into a wide range of food and beverage categories, including breakfast cereals, dairy products, beverages, snacks, and bakery items. This broad application ensures that fortified products are accessible and appealing to a diverse consumer base seeking convenient and nutritious dietary options. The regulatory support for food fortification initiatives further reinforces the dominance of the Food & Beverages sector.

Government regulations mandate the fortification of staple foods with essential nutrients to address public health concerns and enhance nutritional intake among populations. These regulations create a conducive environment for manufacturers to innovate and expand their product offerings in the fortified food market. While the Feed, Healthcare, and Cosmetic & Personal Care sectors also utilize vitamin and mineral premixes for specific applications such as animal nutrition, dietary supplements, and skincare products, their market scope and consumer reach are comparatively narrower than that of the Food & Beverages sector. Thus, the Food & Beverages sector remains the dominant market for vitamin and mineral premixes due to its broad consumer appeal, regulatory support, and extensive product integration across various food and beverage categories.

## Regional Insights

Dubai was emerging as a dominant region in the UAE Vitamin and Mineral Premixes market due to several strategic advantages. Dubai's position as a global trade and logistics hub facilitates easy access to high-quality raw materials from international suppliers. This accessibility ensures a reliable supply chain for manufacturers of premixes, enabling them to maintain consistent product quality and innovation. Dubai's robust infrastructure and business-friendly environment attract both local and international companies involved in the food and beverage industry. These companies benefit from state-of-the-art manufacturing facilities, advanced technological capabilities, and supportive government policies that encourage investment and innovation in health and wellness sectors, including premix production. Dubai's strategic location and well-developed transport networks enhance distribution capabilities,

allowing manufacturers to efficiently reach markets not only within the UAE but also across the Middle East and beyond. This geographical advantage further strengthens Dubai's role as a regional leader in the production and distribution of fortified food and beverage products. Dubai's cosmopolitan population and growing health consciousness contribute to a strong demand for functional foods and dietary supplements enriched with vitamins and minerals. This consumer trend supports market growth and encourages continuous product development and adaptation to evolving nutritional preferences. Dubai's strategic advantages in trade, infrastructure, regulatory environment, and consumer demographics position it as a dominant player in the UAE Vitamin and Mineral Premixes market, driving industry expansion and innovation in the region.

### Key Market Players

Lycored Corp.

B&H Biotechnology Co. Ltd

Glanbia PLC

Watson Inc.

Vitamiks Gida San. Ve. Ticaret Ltd.

Hexagon Nutrition Pvt. Ltd

Archer Daniels midland company

Koninklijke DSM N.V.

Sternvitamin GMBH & Co.

Prinova Group LLC.

### Report Scope:

In this report, the UAE Vitamin and Mineral Premixes Market has been segmented into the following categories, in addition to the industry trends which have also been detailed

below:

· UAE Vitamin and Mineral Premixes Market, By Type:

Vitamins

Minerals

Vitamins & Mineral Combinations

· UAE Vitamin and Mineral Premixes Market, By Application:

Food & Beverages

Feed

Healthcare

Cosmetic & Personal Care

· UAE Vitamin and Mineral Premixes Market, By Form:

Dry

Liquid

· UAE Vitamin and Mineral Premixes Market, By Region:

Abu Dhabi

Dubai

Sharjah

Rest of UAE

## Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies presents in the UAE Vitamin and Mineral Premixes Market.

## Available Customizations:

UAE Vitamin and Mineral Premixes 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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