

Middle East & Africa Nutraceuticals Market Forecast to 2031 - Regional Analysis - by Type (Functional Foods, Functional Beverages, Dietary Supplements, General Wellness, Sports Nutrition, Weight Management, Immune Health, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, Convenience Stores, and Others)

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Abstracts

The Middle East & Africa nutraceuticals market was valued at US\$ 16.93 billion in 2023 and is expected to reach US\$ 26.96 billion by 2031; it is estimated to register a CAGR of 6.0% from 2023 to 2031.

Consumer Focus on Preventive Health Fuels Middle East & Africa Nutraceuticals Market

Awareness regarding health and nutrition has increased significantly in the past few years. With busy lifestyles and hectic work schedules, people fail to concentrate on their health, fitness, and nutrition. This has led to an increase in the prevalence of diseases such as obesity, diabetes, high blood pressure, skin problems, and digestive issues. The World Health Organization (WHO) refers to cardiovascular diseases as a leading cause of death across the world. According to a report from the World Heart Federation (WHF), the number of death cases from cardiovascular diseases rose from 12.1 million in 1990 to 20.5 million in 2021. Such a high prevalence of cardiovascular diseases drives consumer focus toward preventive health. As a result, the demand for nutraceuticals such as dietary supplements, and functional food and beverages with

nutritional benefits has increased among the masses as they focus on preventive health. Nutraceuticals support the healthy functioning of the digestive tract, spanning from mouth to gut, along with controlling the growth of harmful microorganisms inside these organs.

Consumers preferably opt for self-directed care while receiving treatment for lifestyle illnesses such as malnutrition and cardiovascular disorders, which is further contributing to the surging demand for dietary supplements and nutraceuticals. After the COVID-19 pandemic, there has been a sharp rise in the popularity of functional foods and dietary supplements, as people have been prioritizing their health and actively searching for healthy alternatives and fitness activities to prevent lifestyle-related illnesses. Thus, immunity-boosting supplements have gained significant popularity in the last few years due to altered consumer behavior and purchasing habits. Thus, the rising consumer focus on preventive health bolsters the growth of the nutraceuticals market.

Middle East & Africa Nutraceuticals Market Overview

The Middle East & Africa nutraceuticals market is growing gradually with the rising health awareness and growing use of self-medication. Several major companies in the region are focusing on launching nutraceutical products and developing distribution networks to cater to the market in this region. In June 2022, Cosmos Health signed an exclusive distribution agreement with Pharmalink for its Sky Premium Life Nutraceuticals in the UAE, receiving an initial purchase order for 130,000 units. Pharmalink agreed to handle sales, marketing, regulatory affairs, logistics, supply, and distribution for Cosmos Health. Cosmos Health expects to receive orders over 500,000 units in the first year 2024 and over 3,000,000 units over the next five years till 2029. In the past few years, the Middle East & Africa has had a moderate increase in the sales of consumer healthcare products as people are becoming more concerned about their well-being, which further propels the demand for nutraceuticals across the Middle East & Africa. Additionally, rising demand for plant-based and organic products drives product innovation and new product launches across the region. Many consumers are turning to herbal nutraceuticals that are perceived to be safe and more sustainable. For instance, in Apr 2023, Wellness Warehouse, South Africa's leading natural health retailer, launched a comprehensive range of improved supplements aimed at providing top-notch natural health and wellness supplements. These factors are expected to favor the nutraceuticals market across the Middle East & Africa.

Middle East & Africa Nutraceuticals Market Revenue and Forecast to 2031 (US\$ Million)

Middle East & Africa Nutraceuticals Market Segmentation

The Middle East & Africa nutraceuticals market is categorized into type, distribution channel, and country.

Based on type, the Middle East & Africa nutraceuticals market is segmented into functional foods, functional beverages, and dietary supplements. The functional foods segment held the largest market share in 2023. The dietary supplements segment is further sub segmented into general wellness, sports nutrition, weight management, immune health, and others.

In terms of distribution channel, the Middle East & Africa nutraceuticals market is segmented into supermarkets and hypermarkets, specialty stores, online retail, convenience stores, and others. The supermarkets and hypermarkets segment held the largest market share in 2023.

By country, the Middle East & Africa nutraceuticals market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa nutraceuticals market share in 2023.

Glanbia Plc, NOW Health Group Inc, Amway Corp, Nature's Bounty, Garden of Life LLC, Danone SA, GNC Holdings LLC, Quest Nutrition LLC, Kellanova, and Chobani LLC are some of the leading companies operating in the nutraceuticals market.

Reason to buy

Save and reduce time carrying out entry-level research by identifying the growth, size, leading players, and segments in the Middle East & Africa nutraceuticals market.

Highlights key business priorities in order to assist companies to realign their business strategies

The key findings and recommendations highlight crucial progressive industry trends in the Middle East & Africa nutraceuticals market, thereby allowing players across the value chain to develop effective long-term strategies

Develop/modify business expansion plans by using substantial growth offering developed and emerging markets

Scrutinize in-depth market trends and outlook coupled with the factors driving the Middle East & Africa nutraceuticals market, as well as those hindering it

Enhance the decision-making process by understanding the strategies that underpin commercial interest with respect to client products, segmentation, pricing, and distribution.

Companies

Glanbia Plc

NOW Health Group Inc

Amway Corp

Nature's Bounty

Garden of Life LLC

Danone SA

GNC Holdings LLC

Quest Nutrition LLC

Kellanova

Chobani LLC

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