

# UAE Nutritional Supplements Market Outlook to 2023

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## INVC NEWS

New Delhi,

The report titled **“UAE Nutritional Supplements Market Outlook to 2023 - by Vitamins & Dietary Supplements (Protein Supplements, Non-Herbal Dietary Supplements Composites, Fish Oils/Omega Fatty Acids, Glucosamine, Co-Enzyme Q 10, Herbal Dietary Supplements Composites, Yeast, Garlic, Ginko Biloba), Functional Foods (Dairy, Baby Food, Breakfast Cereals, Cooking Oil Confectionary, Sweet Biscuits, Snack Bars and Fruit Snacks) and Functional Beverages (Energy Drink, FF Concentrates, Sports Drink, and Bottled Water)”** provides a comprehensive analysis of the nutritional supplements market in the UAE. The report also covers the overview and genesis of the industry, overall market size in terms of revenue, segmentation on the basis of product category and channels of distribution for functional foods, functional beverages and vitamins & dietary supplements, trends and developments, issues and challenges, regulations in the UAE, value chain analysis, SWOT analysis, entry barriers, competitive scenario and company profiles. The report concludes with market projection and analyst recommendations highlighting the major opportunities and cautions.

## UAE Nutritional Supplements Overview and Size

UAE Nutritional Supplements market grew at a higher single digit growth rate over the review period 2013-2018. The market growth was supported by the increasing health awareness, government initiatives, growth in the personal disposable income of the people, rise in ageing population, and preventive nature of the age group (25-45 years). The market was observed in the late growth stage and will continue to remain so in the forecasted period, 2018-2023. A change in consumption trend has been observed in the UAE health and wellness industry, wherein the consumers are focusing more on the preventive healthcare from taking health supplements in the old age to a shift in increasing consumption of supplements in the earlier ages in order to prevent them from permanently depending on pharmaceutical drugs. Nutritional Supplements are positioning itself as natural and healthy alternative to traditional medicine in the country.

## **UAE Nutritional Supplements Market Segmentation**

Functional Food segment was the leading category in the market in 2018. The high consumption of dairy products especially dairy based yogurt during the Ramazan season is one of the key growth drivers for the products in the UAE market. This segment was followed by the Functional Beverages market. Energy drinks was the most contributing category in the development of the Functional Beverages market. It is highly consumed by the teenagers and young adults. The market declined after the implementation of 100% excise duty on the energy drinks in October 2017. The remaining contribution in the market is made by the Vitamins and Dietary Supplements in 2018. The market has developed due to the increase in participation of people in the sports and fitness activities, awareness towards anti-aging and detoxification issues and other reasons.

### **Competitive Landscape**

**UAE Functional Foods Market:** Competition in the UAE Functional Food market was observed to be moderately concentrated with top five players that captured almost three fourth of the segment revenue in 2018. The market has large presence of famous multinational giants with a little presence of domestic players. Major players in the UAE Functional Food market are Nestle S.A., Danone Group, Kellogg Company, Al Rawabi Dairy Company and IFFCO Group and others. Over the years, the competition is becoming intense and fierce as the companies are focusing towards improving the quality of their products.

**UAE Functional Beverages Market:** The Functional Beverage market in the UAE is moderately concentrated with the top 4 players that captured more than about half of the industry revenue. Some of the major players in the market are Red Bull GmbH, Sapporo Holdings Ltd, Otsuka Holdings Co Ltd, Mondelez International Inc and others. The market is highly dependent on the imports and companies compete on the parameters such as branding, pricing, product diversification, marketing and promotional techniques and others.

**UAE Vitamins and Dietary Supplements Market:** Competition in the UAE Vitamins and Dietary Supplements market is witnessed to be moderately fragmented with top 10 players that accounted almost half of the market. The major players operating in vitamins and dietary supplements market are Pfizer Inc, Bayer AG, Vitabiotics Ltd, Sanofi and The Nature's Bounty Company, Now Foods Inc and others. The market is mostly dominated by the foreign players and is highly dependent upon imports. The major distribution channel used by the companies are Pharmacies and Para-pharmacies.

### **UAE Nutritional Supplements Market Future Outlook**

The UAE Nutritional Supplements market is expected to grow in the future with a single digit CAGR over the forecast period (2018-2023E). In Future, it is expected that Functional Food will continue to dominate the market, with more than half of the total revenues. The dairy products will be the most demanded category in the functional food market and in dairy products, yogurts will be the most demanded product. UAE Functional Beverages is expected to have sluggish growth in the future, mainly as the market will cope with the decline due to implementation of excise tax on energy drinks. In 2020, a new excise tax of 50% will be further implemented on the drinks containing sugary content and sweeteners. FF Soft Drinks will continue to be the leading category in the functional beverages market in 2023. Market will witness introduction of new products containing more of the natural content such as natural sweeteners, fruit mixtures and others. Vitamins and dietary supplements market will have the least market share among all the three categories in nutritional supplements market by the year 2023. Standard Vitamins and Dietary Supplements will be leading the market by capturing most of the market by the end of the year 2023. In future, it is anticipated that vitamins are expected to lead the vitamins and dietary supplements by the year 2023.

## **Key Segments Covered**

### **Vitamins and Dietary Supplements:**

By Standard and herbal/Traditional Vitamins & Dietary Supplements

By Age Group (Infants, Teenage, Adult, Seniors)

By Single Vitamins and Multivitamins

By Type of Dietary Supplements (Standard/Non-Herbal and Herbal/Traditional)

By Type of Non- Herbal/ Traditional Dietary Supplements (Protein Supplements, Combination of Non-Herbal Dietary Supplements, Fish Oils/Omega Fatty Acids, Glucosamine, Co-Enzyme Q 10 and Others)

By Type of Herbal/Traditional Dietary Supplements (Combination Herbal Dietary Supplements, Yeast, Garlic, Ginko Biloba and Others)

By Positioning of Dietary Supplements (Beauty, Digestive, Bone, Heart Health, Memory Health, Joint, General Health and Others)

By Distribution Channel (Hypermarkets, Supermarkets, Pharmacies/Chemists, Department Stores, Drugstores/Para pharmacies, Internet Retailing and Direct Selling, 2013-2018)

### **Functional Foods:**

By Type of Functional Foods (Dairy, Baby Food, Breakfast Cereals, Cooking Oil Confectionary, Sweet Biscuits, Snack Bars and Fruit Snacks)

By Type of Dairy Products (Dairy Based Yoghurt, Milk, Powdered Milk)

By Type of Dairy Based Yoghurt (Standard Fats and Reduced Fat)

By Distribution Channel (Hypermarkets, Supermarkets, Convenience Stores and Independent Small Grocers), 2013-2018

### **Functional Beverages:**

By Product Category (FF Soft Drinks and FF Hot Drinks)

By Type of Soft Drinks (Energy Drink, FF Concentrates, Sports Drink, and Bottled Water)

By Distribution Channel (Hypermarkets, Independent Small Grocers, Supermarkets, Convenience Stores, Forecourt Retailers, Vending and Other Grocery Retailers), 2013- 2018

### **Key Target Audience**

Nutritional Supplements Manufacturers

Nutritional Supplements Distributors

Nutraceuticals Distributors

Government Agencies

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Vitamins and Dietary Supplements Companies

Functional Foods Companies

Functional Beverages Companies

Hypermarkets and Supermarkets

Drug Stores and Pharmacies Chain

Online Sales and Retailing Agencies

**Time Period Captured in the Report:**

**Historical Period:** 2013- 2018

**Forecast Period:** 2019E - 2023E

**Companies Covered:**

**Vitamins and Dietary Supplements:**

Pfizer Inc

Bayer AG

Vitabiotics Ltd

Sanofi

The Nature's Bounty Company

Now Foods Inc

Otsuka Holdings Co Ltd

**Functional Foods:**

Nestle SA

Danone Groupe

Kellogg Company

Al Rawabi Dairy Company

IFFCCO Group

Abbott Laboratories Inc

Mars Inc

Marmum Dairy Farm LLC

**Functional Beverages:**

RedbullGmbH

Sapporo Holdings Ltd

Otsuka Holding Company Ltd

MondelezInc

S Spitz GmbH

Monster Beverage Corp

### **Key Topics Covered in the Report**

UAE Nutritional Supplement Market Overview and Genesis

UAE Nutritional Supplement Market Size

UAE Nutritional Supplement Market Segmentation

UAE Vitamins & Dietary Supplements Market

UAE Functional Foods Market

UAE Functional Beverages Market

Trends and Developments in UAE Nutritional Supplement Market

Regulations in UAE Nutritional Supplement Market

Issues and Challenges in UAE Nutritional Supplement Market

SWOT Analysis of UAE Nutritional Supplement Market

Entry Barriers of UAE Nutritional Supplement Market

UAE Nutritional Supplement Market Future Projections, 2018-2023E

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