

Dietary Supplements in Saudi Arabia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth continues due to greater knowledge, and the lifting of Hajj restrictions
Local pharmacies hold up well against the competition from global e-commerce
Manayer Najd Medical maintains its lead, but other players compete with launches

PROSPECTS AND OPPORTUNITIES

Greater health awareness will continue to benefit dietary supplements
iHerb's new global distribution centre will contribute to growth for e-commerce
Investment company Lifera set to increase localisation in dietary supplements

CATEGORY DATA

- Table 1 - Sales of Dietary Supplements by Category: Value 2018-2023
- Table 2 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
- Table 3 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
- Table 4 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
- Table 5 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
- Table 6 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
- Table 7 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Consumer Health in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

- Consumer health in 2023: The big picture
- 2023 key trends
- Competitive landscape
- Retailing developments
- What next for consumer health?

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
- Table 9 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2018-2023
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

- OTC registration and classification
- Vitamins and dietary supplements registration and classification
- Self-medication/self-care and preventive medicine
- Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/dietary-supplements-in-saudi-arabia/report.