

# **Dietary Supplements in the United Arab Emirates**

September 2023

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### Dietary Supplements in the United Arab Emirates - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Beauty from within – supplements with an anti-ageing positioning set to do well Rise of naturopathy and genetic testing benefits dietary supplements Insurance coverage varies, with iron testing covered, but vitamin D not

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Beauty brands are expanding to offer supplements Difficulties for the gummies format of omega and fish oil supplements Demographic shifts could impact dietary supplements

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