

# Vitamins in the United Arab Emirates

September 2023

**Table of Contents** 

# Vitamins in the United Arab Emirates - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Personalisation drives growth for single vitamins

Vitamin-infused nutrition set to grow

Multivitamin Berocca sees triple-digit growth due to extensive online footprint

# PROSPECTS AND OPPORTUNITIES

Beauty positioning set to benefit vitamins

Immunity-boosting vitamins set to continue their strong growth

Centrum set to remain the leader in multivitamins

#### **CATEGORY DATA**

Table 1 - Sales of Vitamins by Category: Value 2018-2023

Table 2 - Sales of Vitamins by Category: % Value Growth 2018-2023

Table 3 - Sales of Multivitamins by Positioning: % Value 2018-2023

Table 4 - NBO Company Shares of Vitamins: % Value 2019-2023

Table 5 - LBN Brand Shares of Vitamins: % Value 2020-2023

Table 6 - Forecast Sales of Vitamins by Category: Value 2023-2028

Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

# Consumer Health in the United Arab Emirates - 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**

# 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 focusing 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/vitamins-in-the-united-arab-emirates/report.