



Euromonitor
International

Dietary Supplements in Kuwait

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Dietary supplements exhibits steady growth in spite of a declining GDP rate

Feroglobin strengthens pharmacist-led demand for targeted solutions

Solgar and Vitabiotics drive beauty and prevention routines in daily life

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Pharmacist recommendations anticipated to anchor premium supplement choices for daily wellness

Single ingredient non-herbal supplements set to remain largest, driven by consumer nutrient deficiency awareness

E-commerce and certification expected to raise consumer expectations for supplement brands

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Centrum leverages brand familiarity and access to retain leadership

CHANNELS

Pharmacies maintain leadership by offering expert advice and selection

Retail e-commerce expands reach with wider choice and competitive pricing

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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