

Vitamins in Saudi Arabia

September 2022

Table of Contents

Vitamins in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Government regulates supply and cost to ensure high sales as demand is sustained

Vitamin C shows best performance whilst gummies is the favoured format

GSK continues to lead with strong sales in its Centrum and Stresstabs brands

PROSPECTS AND OPPORTUNITIES

Vitamin C to post robust value sales growth as consumers retain strong interest in health and immunity

Julphar's recovery as development of private label set to be key to category growth

The momentum generated by e-commerce during pandemic set to remain in effect

CATEGORY DATA

Table 1 - Sales of Vitamins by Category: Value 2017-2022

Table 2 - Sales of Vitamins by Category: % Value Growth 2017-2022

Table 3 - Sales of Multivitamins by Positioning: % Value 2017-2022

Table 4 - NBO Company Shares of Vitamins: % Value 2018-2022

Table 5 - LBN Brand Shares of Vitamins: % Value 2019-2022

Table 6 - Forecast Sales of Vitamins by Category: Value 2022-2027

Table 7 - Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

Consumer Health in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 9 - Life Expectancy at Birth 2017-2022

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2017-2022

Table 11 - Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 12 - NBO Company Shares of Consumer Health: % Value 2018-2022

Table 13 - LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 14 - Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 - Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

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/vitamins-in-saudi-arabia/report.