



# Vitamins in Saudi Arabia

September 2023

Table of Contents

## Vitamins in Saudi Arabia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growth continues, and more consumers opt for targeted multivitamins  
Global e-commerce continues to compete with local pharmacies  
Cigalah Group continues to lead vitamins, but GSK remains a close second

#### PROSPECTS AND OPPORTUNITIES

Solid growth due to focus on immunity, and switches in product formats  
Despite challenge from e-commerce, pharmacies set to remain the leading channel  
Further potential to localise the production of vitamins

#### 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 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

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