



**Euromonitor
International**

Weight Management and Wellbeing in the United Arab Emirates

September 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Supplement nutrition drinks resonate with consumers' needs

Atkins leverages strong brand equity and a wide-ranging offer to stay ahead of the field

E-commerce develops and grows rapidly in the weight management and wellbeing space

PROSPECTS AND OPPORTUNITIES

Obesity and overweightness concerns to sustain the use of weight management and wellbeing products

Evolution through tools and programmes

Sports nutrition represents a potential threat

CATEGORY DATA

Table 1 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 2 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 4 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 5 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 6 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Consumer Health in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

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Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

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OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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