



Euromonitor
International

Weight Management and Wellbeing in Saudi Arabia

October 2025

KEY DATA FINDINGS

2025 DEVELOPMENTS

Obesity challenges and regulations keep category under pressure

Cambridge Weight Plan maintains brand leadership in 2025

E-commerce enjoys fastest expansion

PROSPECTS AND OPPORTUNITIES

Consumer adoption of health and wellness goals can still support future growth

Digital innovation and health techs drive new development opportunities

Legislation and localisation set path for safer, sustainable growth

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 Saudi Arabia - Industry Overview

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Consumer Health in 2025: The big picture

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Competitive landscape

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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

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

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Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

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Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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DISCLAIMER

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