

## **Saudi Arabia Omega 3 Market**

The Saudi Arabia Omega 3 Market is estimated at USD 60 million in 2019 and, it is anticipated to grow at a CAGR of 8.6% and reach USD 106.9 million by 2026. The penetration of Omega 3 in The Active Pharmaceutical Ingredient (API) market determines the industry growth. Growing awareness regarding prolonged diseases and practices supporting the usage of omega 3 in infant formula expands the scope of Omega 3 usage, contributing to the Saudi Arabia Omega-3 market. The  $\omega$ -3 fatty acids market and n-3 fatty acids market sections contribute considerably to the omega-three fatty acids market size.

Citizens have become more aware of the benefits of Omega 3 fatty acids and their presence in fish oil. Moreover, health clubs and fitness specialists recommend food products containing Omega 3 as dietary supplements for sportspersons, adding to the market growth. The Fish Omega-3 market has evolved substantially in terms of standard sourcing and procurement practices and streamlined distribution channels, contributing to its sustainability.

However, severe regulatory barriers and high costs restrict market development. Besides, the omega-3 fish oil market is expected to get affected by low-cost substitutes such as soy products, vegetable oil, nuts, and seeds.

### **Saudi Arabia Omega 3 Market – Overview**

Fish oil contains 3 Omega-3 fatty acids viz., Eicosapentaenoic Acid (EPA) and Docosahexaenoic Acid (DHA), Alpha-linolenic acid (ALA), respectively. These fatty acids are essential for human health as per numerous scientific researches, but they are not naturally produced in the human body. And therefore the humans need to obtain them from outside sources such as fatty fishes like salmon, bluefish, menhaden, etc., directly, or via certain supplement products containing their extracts. The indirect source in the form of supplementary products is safe because they are free from any contamination. One significant health advantage of Omega-3 fish oil is that it helps reduce triglycerides by up to 50 %, which consequently prevents heart disease and diabetes. Fish oil improves hormonal balance and male & female fertility.

The omega-3 deficiency among the citizens in Saudi Arabia has positively influenced the demand for omega-3-based products. Also, the awareness regarding the health benefits of Omega 3 products have induced market players to avail them in different forms to consumers. The different products include several dietary supplements, functional food and beverages, pharma products (particularly capsules), and infant formula. The market has grown substantially over the recent few years.

## **Growth Drivers**

### **Extensive Applications of Omega 3 in the Dietary supplements industry**

The dietary supplements segment is projected to account for the largest share in the Omega-3 market during the forecast period because of its wide applications in dietary supplements. Though many food products contain Omega-3 fatty acids, their omega-3 content is not sufficient. So, the consumers have moved towards Omega-3 capsules for adequate intake of Omega 3 regularly.

## **Restraint**

### **Lack of Knowledge Regarding Required Intake**

Despite extensive scientific research led by governments and non-government organizations and The exact standard intake of Omega-3 for regular consumption is not clear. Insufficient intake does not bring the intended health benefits. The limited knowledge regarding its dose restricts market growth.

### **Impact of COVID-19 in industry**

Omega 3 products are healthcare products and healthcare industry always thrives upon the health consciousness and prevalence of diseases. Though Omega 3 market has been affected by disruptions in production and distribution due to COVID-19, it stands bright chances for renewal and growth due to the inherent health benefits of Omega 3 fatty acids and its awareness among consumers.

### **Saudi Arabia Omega 3 Market: Product Type**

Based on product type, the Omega 3 market is divided into DHA, EPA, and ALA. Docosahexaenoic Acid (DHA) secured a significant share in the market due to the augmented utility of Omega-3. The DHA plays a vital role in the development of the human brain and the consumers over the world are acknowledging it, driving its market growth.

### **Saudi Arabia Omega 3 Market: Application**

Saudi Arabia Omega 3 The market is segmented into Dietary Supplements, Functional Foods & Beverages, Pharmaceuticals, Infant Formula, and Pet Food & Feed based on application. The dietary supplements segment is expected to hold a substantial market share due to its easy accessibility and consumption during the projected years. However, pharma products (e.g. capsules) have gained popularity among consumers due to its high content of Omega 3 in comparison to that of dietary products. Besides, its everyday intake passes sufficient health benefits to the body.

### **Saudi Arabia Omega 3 Market: Source**

Based on the source, the Saudi Arabia Omega 3 Market is divided into Marine and Plant. The marine source of omega-3 fatty acids holds the main share because of the big EPA and DHA content in the utmost of the oily fishes like tuna and salmon. The consumers prefer marine sourced Omega 3 products to plant or algae sourced Omega 3 products. Therefore, manufacturers are increasingly also focusing on marine-based Omega-3 to meet the increasing demand for EPA and DHA found insufficient in plant-based sources.