

Nutraceuticals Now at the Heart of Pharma

THE VITAL LINK IN THE PHARMA VALUE CHAIN



Nutraceuticals are now integrated into CPHI Middle East, bringing preventive health and pharmaceuticals together in one platform. The expansion aligns with the region's shift towards wellness-led care.

-  DIETARY SUPPLEMENTS
-  FUNCTIONAL FOOD AND BEVERAGES
-  HERBAL AND BOTANICAL PRODUCTS
-  MEDICAL NUTRITION



60,000

Visitors



1,000+

Exhibiting Brands



110+

Countries



310+

Expert Speakers

Growth Outlook

A fast-growing shift toward preventive healthcare is driving demand for nutraceuticals across the region.

- Saudi market set to grow from \$3.2B to \$6B by 2033
- Rising demand for preventive and lifestyle-led healthcare
- Strong government focus on long-term health

Your Place in the Nutraceuticals Sector



Exposure across pharma, biotech and consumer health



Access new growth opportunities in preventive health



Be part of a fully integrated life sciences platform

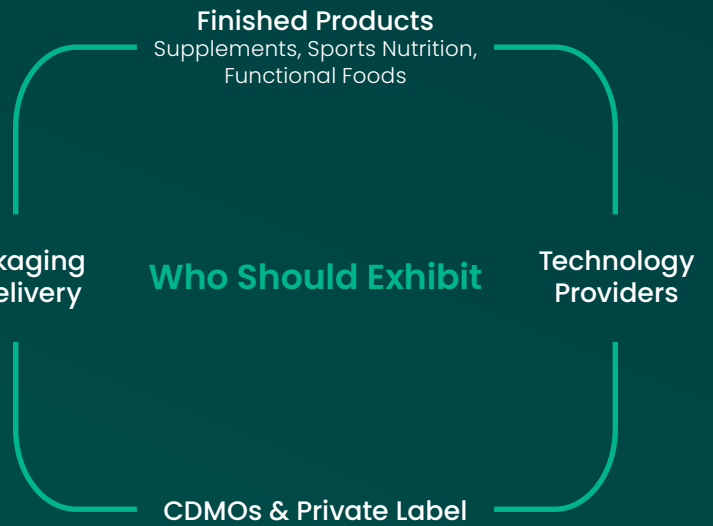
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Why Exhibit

Access a fast-growing market and connect across the full value chain.

- **Access a growing market**
Strong demand for supplements, functional foods, and wellness products across the region
- **Build Strategic Partnerships**
Connect with pharma, nutrition, and wellness players across the value chain
- **Expand into Preventive Health**
Align with the shift towards lifestyle-led and preventive healthcare
- **Support Regional Growth**
Engage with local partners and buyers across Saudi Arabia and the wider Middle East



Connect with Key Buyers Driving Saudi Arabia's Nutraceutical Market

- Distributors and importers
- Retail and pharmacy chains
- Healthcare and medical buyers
- Manufacturers and local partners



Contact

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Be part of the Nutraceuticals sector at CPHI Middle East

cphi.com/middle-east