

## Editorial

## Middle East and Africa Infant Nutrition Market

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A few leading market players that are operating in the world market comprise eminent names such as Nestlé S.A., Groupe Danone, Being mate Baby & Child Food Co. Ltd Pfizer Inc., Abbott Nutrition, Mead Johnson Nutrition, Friesland Campina, Meiji Holdings Co. Ltd, Being mate Baby & Child Food Co. Ltd, The Kraft Heinz Company, Sinatra International, Inc., and Pfizer Inc.

The presented market study includes a brief introduction of the “Middle East and Africa Infant Nutrition” market to enhance the reading experience of our users. Further, a thorough quantitative and qualitative analysis of each of these segments is provided in the report along with graphs, tables, and figures to support the data.

The global sports nutrition market size was valued at USD 11.64 billion in 2017. It is expected to register a 9.7% CAGR during the forecast period. Rising disposable income and rapid pace of urbanization have also been propelling the market. According to a research paper, “*Perception of Athletes about Diet and Its Role in Maintenance of Sports Performance*”, published in the Journal of [Nutrition & Food Sciences](#) in 2017, carbohydrates, [proteins](#), [fats](#), [vitamins](#), minerals, and water are the essential elements to consume in appropriate amounts for athletic participation. The study was conducted among 206 players from different sports clubs. The study highlighted the fact that bodybuilders and athletes are increasingly realizing the importance of nutrition for the overall improvement in their performance.

Various research studies that emphasizes on application of variety of nutritional constituents for different types of sport performances are being carried out, which in turn are providing an up thrust to the market. For instance, a research study published in the journal *Nutrients* focused on effect of 10-week beta supplementation on competition and training performance of elite swimmers. Moreover, recent developments in products with natural ingredients, plant-based proteins, and dairy products are estimated to drive the market.

### Product Insights

In 2017, sports drinks were the dominant segment in the market, and it accounted for approximately 47.0% of the overall revenue. For instance, Danone’s Mizone, a leading vitamin brand in China, offers variety of flavours including lime, blackcurrant, and raspberry. Another case in point is

Gatorade Zero Thirst Quencher, which is a type of sports drink marketed by Stokely-Van Camp, Inc. It is available in various flavours including orange, lemon-lime, and glacier cherry.

3. The Middle East and Africa Nutritional Supplement Market is likely to obtain substantial incremental \$ opportunity between 2018 and 2023 as per the recent market study conducted by Kenneth Research. This Middle East and Africa Nutritional Supplement market strategic report has been produced emphasizing upon various growth factors contributing towards the growth of this market. This market study speaks about the relation between in-dependent variable such as the market and as well as the dependent variables which include the core macro-economic indicators such as population, GDP, personal disposable income and others. Several prevailing trends have been analysed in this report which have strengthened the growth of the market all across the globe.

In 2018, the worldwide GDP stood at USD 84,740.3 Billion as compared to the GDP of USD 80,144.5 Billion in 2017, marked a growth of 5.73% in 2018 over previous year according to the data quoted by International Monetary Fund. This is likely to impel the growth of Middle East and Africa Nutritional Supplement market over the period 2018-2023.

In U.S., the GDP per capita was valued at USD 62,606 in 2018 as compared to USD 59,895 marked in 2017, observed a growth of 4.53% in 2018 over previous year. Rise in GDP per capita has intensified the growth of this market in the country.

4. The IoT healthcare market is estimated to grow from USD 41.22 billion in 2017 to USD 158.07 billion by 2022, at a CAGR of 30.8% between 2017 and 2022. The demand for IoT based medical devices play an important role in data gathering, facilitating communication between various devices, and tracking various activities. Changing market requirements and customer needs have brought a shift in the purpose and usage of the medical devices. Declining cost of sensors and microprocessors has further fuelled the adoption of connected devices in the market. [Medical device](#) manufacturing companies seek new ways to offer profitability and innovation to their customers, where a major focus is on customer satisfaction.

5. According to the World Health Organization (WHO), [cancer](#), [diabetes](#), lung, and heart diseases are responsible for the death of 41 million people annually, accounting for 71%

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of the deaths globally. While the figures are disquieting, and the prevalence of fatalities due to these diseases is a major concern to the healthcare sector, the people suffering from such diseases prefer in-home care that is creating a myriad of opportunities in the home healthcare market. The global home healthcare market size hovered between \$230 billion to \$248 billion as of 2018. Furthermore, the demand for home healthcare will observe a remarkable CAGR of 7.2% to 8% during the forecast period of 2019 to 2025.

North America boasts of the most advanced healthcare facilities that also include home healthcare services and products. Additionally, there is a discernible escalation in the number of people suffering from various diseases, which is coupled with the better insurance policies pertaining to healthcare in the region that enable people to get access to home healthcare services. Owing to the fact that home [healthcare market](#) in both the forms – devices and services, is booming in North American countries, the region held the maximum market share that was assessed between 38% and 45% in 2018.

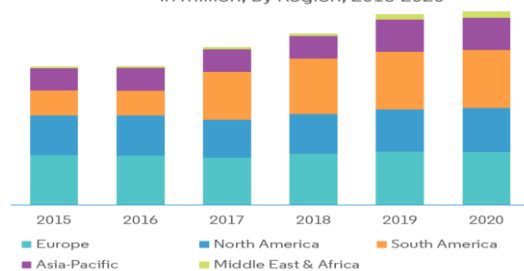
6. Private human services in the Gulf Cooperation Countries (GCC) district, evaluated at US\$ 62 billion of every 2016, is gauge to grow 8.7% yearly, to reach US\$ 94 billion of every 2021, as indicated by MENA Research Partners (MRP), a main think-tank in the area. KSA and UAE together represent more than two third of the market, where the latter is witnessing the fastest growth in the region.

## References:

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## Graph:

Number of Members in Health and Fitness Clubs Global, in million, By Region, 2015-2020



Source: IHRSA

