

Blackpool business provides vitamin D to sun-drenched Middle East

One Lancashire-based business benefiting from this health and wellness trend is Private Label Nutrition. The UK contract manufacturer of vitamins, supplements and powders has seen a 75% increase in overseas sales during the last 12 months, with exports to countries in the Gulf Cooperation Council (GCC) soaring due to a demand for vitamin D in the sun-drenched region.

The company has secured two new contract wins in the UAE with support from the Department for International Trade (DIT) after attending a trade show in Dubai to further capitalise on their share of the market.

James Wilson, Director at Private Label Nutrition said:

The Middle East is our biggest growth market and in the last 12 months we have seen a 35% increase in exports to the GCC.

Paradoxically, despite the intense sunshine in the region, we have seen a growing demand for our vitamin D supplements, especially in the UAE. Deficiencies of the 'sunshine vitamin' are widespread among the population due to the soaring temperatures limiting time spent outdoors.

As a small business with limited exporting experience, DIT have given us the confidence and knowledge that we need to succeed in these growing markets.

The GCC provides a lucrative market for British products and services, with latest figures showing that the UK's annual exports to the GCC are worth £28.4 billion.

The UAE is the UK's largest trading partner in the region and as Dubai prepares to welcome 190 nations to Expo 2020 Dubai in October, this year presents exciting opportunities for both the UAE and UK to strengthen their trade relations.

Paul Stowers, Head of Trade in the North West, said:

It is great to see innovative British companies like Private Label Nutrition exporting to dynamic international markets.

Success stories such as these illustrate just how profitable exporting can be, with overseas consumers increasingly looking for British products and premium quality brands.

I would urge other businesses looking to export to call your local DIT office so that we can support your business on its exporting journey.