

# **Europe Sports Nutrition Market by Type (Protein Powder, Iso Drink Powder, Capsule/Tablets, Supplement Powder, RTD Protein Drinks, Iso & Other Sports Drinks, Carbohydrate Drinks, Protein Bars, Carbohydrate/Energy Bars, and Other Supplements), Distribution Channel (Large Retail & Mass Merchandisers, Small Retail, Drug & Specialty Stores, Fitness Institutions, Online) - Global Opportunity Analysis and Industry Forecasts, 2015 - 2021**

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## **Abstracts**

Sports nutrition is concerned with the intake of sports drinks, bars, powders, and other dietary supplements to enhance athletic performance. Athletes and bodybuilders were the prime consumers of these products a decade ago; however, adoption of these products among recreational and lifestyle users has witnessed a decent increase over the past few years. These products offer several functional benefits such as weight management, strengthening of the immune system, building muscle growth, meal replacement, and help restore the energy levels after workout.

Major factors that drive the growth of the market include consistent increase in the number of health clubs & fitness centers, obesity prevalence, and increase in adoption among nontraditional users. Trending online retail and change in consumer preference for herbal and natural products are expected to promote the development of the market. However, availability of inexpensive counterfeit products and food safety issues restrain the market growth.

The market is segmented on the basis of product type into protein powder, Iso drink powder, capsule/tablets (creatine/BCAA and others), supplement powder, RTD protein

drinks, Iso & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars, and other supplements. Iso & other sports drinks occupied a prominent share of over 40% in 2015, owing to higher popularity among nontraditional users. Carbohydrate/energy bars is expected to witness the highest growth rate during the forecast period, owing to the increase in demand for healthy and lifestyle foods. Major end users of sports nutrition products comprise athletes, bodybuilders, recreational users, and lifestyle users. Athletes and bodybuilders together accounted for over 50% of the European sports nutrition market revenue in 2015. However, rise in adoption of sports nutrition products among lifestyle users is expected to witness the fastest growth. Moreover, growth in demand for these products in the mainstream market, which comprises youth, women, working professionals, and other nonconventional users drive the market growth.

The report segments the market into five main distribution channels namely large retail & mass merchandisers, small retail, drug & specialty stores, fitness institutions and, online & others. Large retail & mass merchandisers generated the highest revenue in 2015, owing to increasing usage of sports nutrition products as lifestyle food. Sale of sports nutrition products through the online platform has witnessed tremendous growth in the European region. A wide variety of products and online discounts have attracted the consumers' attention towards online purchase of nutrition products, thus, fostering the growth of the market.

The market is studied across the UK, Germany, France, Italy, Spain, and rest of Europe. UK has the highest penetration in online retail in Europe. Eastern European countries is expected to witness notable growth rates due to rise in health awareness coupled with increase in disposable income.

Key players profiled in the report include Glanbia PLC, The Coca-Cola Company, Atlantic Multipower Germany GmbH and Co. OHG (Atlantic Grupa D.D.), Maxinutrition Ltd. (GlaxoSmithKline PLC), Olimp Laboratories Sp. Zoo., Nutrend D.S.,a.s., Ultimate Nutrition Inc., PowerBar Europe GmbH, Science in Sports Plc., and PacificHealth Laboratories Inc.

## **KEY BENEFITS**

The report includes extensive analysis of the factors that drive as well as restrain the Europe sports nutrition market.

The market projections for the period 2016–2021 are included along with factors that affect the same.

The report also provides quantitative as well as qualitative market trends to help the stakeholders understand the situations prevailing in the market.

SWOT analysis enables to study the internal environment of the leading companies for strategy formulation.

Competitive intelligence highlights the business practices followed by the leading market players across various geographies.

## **KEY MARKET SEGMENTS:**

The market is segmented on the basis of product type, end user, distribution channel, and country.

### **BY PRODUCT TYPE**

Protein Powder

Iso Drink Powder

Capsule/Tablets (Creatine, BCAA, and Others)

Supplement Powder

RTD Protein Drinks

Iso & Other Sports Drinks

Carbohydrate Drinks

Protein Bars

Carbohydrate/Energy Bars

Other Supplements

### **BY END USER**

Athletes

Bodybuilders

Recreational Users

Lifestyle Users

## BY DISTRIBUTION CHANNEL

Large Retail & Mass Merchandisers

Small Retail

Drug & Specialty Stores

Fitness Institutions

Online & Others

## BY COUNTRY

UK

Germany

France

Italy

Spain

Rest of Europe

## KEY PLAYERS

Glanbia PLC

The Coca-Cola Company

Atlantic Multipower Germany GmbH and Co. OHG (Atlantic Grupa D.D.)  
Germany GmbH and Co. OHG (Atlantic Grupa D.D.)

Maxinutrition Ltd. (GlaxoSmithKline PLC)

Olimp Laboratories Sp. Zoo

Nutrend D.S.,a.s.

Ultimate Nutrition Inc.

PowerBar Europe GmbH

Science in Sports Plc.

PacificHealth Laboratories Inc.

Other players in the value chain include (profiles not included in the report)

PepsiCo Inc.

Reckitt Benckiser Group Plc.

Clif Bar & Company

Abbott Nutrition Inc.

Otsuka Pharmaceutical Co. Ltd.

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1 Report Description
- 1.2 Key Benefits
- 1.3 Key Market Segments
- 1.4 Research Methodology
  - 1.4.1 Secondary Research
  - 1.4.2 Primary Research
  - 1.4.3 Analyst Tools and Models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 CXO Perspective

### CHAPTER 3 MARKET OVERVIEW

- 3.1 Market Definition and Scope
- 3.2 Key Findings
  - 3.2.1 Top Impacting Factors
  - 3.2.2 Top Investment Pockets
  - 3.2.3 Top Winning Strategies, 2012-2015 (%)
- 3.3 Porters Five Forces Analysis
  - 3.3.1 Low switching cost increases the bargaining power of the buyers
  - 3.3.2 Easy availability of ingredients and low product differentiation lowers the bargaining power of suppliers
  - 3.3.3 Government regulations lowers the threat of new entrants in the industry
  - 3.3.4 Increasing popularity of better-for-you food & beverages leads to high threat of substitutes
  - 3.3.5 Presence of numerous competitors increases industrial rivalry
- 3.4 Value Chain Analysis
- 3.5 Market Player Positioning, 2015
- 3.6 Market Share Analysis, 2015 (%)
- 3.7 Drivers
  - 3.7.1 Rise in obesity and increase in health clubs and fitness centers
  - 3.7.2 Pervasiveness of sports culture
  - 3.7.3 Increase in the number of non-traditional users
- 3.8 Restraints

- 3.8.1 Availability of cheap counterfeit products and food safety issues
- 3.9 Opportunities
  - 3.9.1 Rising trend of online retail
  - 3.9.2 Increasing demand for herbal and natural products

## **CHAPTER 4 EUROPE SPORTS NUTRITION MARKET BY PRODUCT TYPE**

- 4.1 Protein Powder
  - 4.1.1 Key Market Trends
  - 4.1.2 Key Growth Factors and Opportunities
  - 4.1.3 Market Size and Forecast
- 4.2 Iso Drink Powder
  - 4.2.1 Key Market Trends
  - 4.2.2 Key Growth Factors and Opportunities
  - 4.2.3 Market Size and Forecast
- 4.3 Capsule/Tablets (Creatine, BCAA and others)
  - 4.3.1 Key Market Trends
  - 4.3.2 Key Growth Factors and Opportunities
  - 4.3.3 Market Size and Forecast
- 4.4 Supplement Powder
  - 4.4.1 Key Market Trends
  - 4.4.2 Key Growth Factors and Opportunities
  - 4.4.3 Market Size and Forecast
- 4.5 RTD Protein Drinks
  - 4.5.1 Key Market Trends
  - 4.5.2 Key Growth Factors and Opportunities
  - 4.5.3 Market Size and Forecast
- 4.6 Iso & Other Sports Drinks
  - 4.6.1 Key Market Trends
  - 4.6.2 Key Growth Factors and Opportunities
  - 4.6.3 Market Size and Forecast
- 4.7 Carbohydrate Drinks
  - 4.7.1 Key Market Trends
  - 4.7.2 Key Growth Factors and Opportunities
  - 4.7.3 Market Size and Forecast
- 4.8 Protein Bars
  - 4.8.1 Key Market Trends
  - 4.8.2 Key Growth Factors and Opportunities
  - 4.8.3 Market Size and Forecast

- 4.9 Carbohydrate/Energy Bars
  - 4.9.1 Key Market Trends
  - 4.9.2 Key Growth Factors and Opportunities
  - 4.9.3 Market Size and Forecast
- 4.10 Other Supplements
  - 4.10.1 Key Market Trends
  - 4.10.2 Key Growth Factors and Opportunities
  - 4.10.3 Market Size and Forecast

## **CHAPTER 5 EUROPE SPORTS NUTRITION MARKET BY END USER**

- 5.1 Athletes
  - 5.1.1 Key Market Trends
  - 5.1.2 Key Growth Factors and Opportunities
  - 5.1.3 Market Size and Forecast
- 5.2 Bodybuilders
  - 5.2.1 Key Market Trends
  - 5.2.2 Key Growth Factors and Opportunities
  - 5.2.3 Market Size and Forecast
- 5.3 Recreational Users
  - 5.3.1 Key Market Trends
  - 5.3.2 Key Growth Factors and Opportunities
  - 5.3.3 Market Size and Forecast
- 5.4 Lifestyle Users
  - 5.4.1 Key Market Trends
  - 5.4.2 Key Growth Factors and Opportunities
  - 5.4.3 Market Size and Forecast

## **CHAPTER 6 EUROPE SPORTS NUTRITION MARKET BY DISTRIBUTION CHANNEL**

- 6.1 Large Retail & Mass Merchandisers
  - 6.1.1 Key Market Trends
  - 6.1.2 Key Growth Factors and Opportunities
  - 6.1.3 Market Size and Forecast
- 6.2 Small Retail
  - 6.2.1 Key Market Trends
  - 6.2.2 Key Growth Factors and Opportunities
  - 6.2.3 Market Size and Forecast



- 6.3 Drug & Specialty Stores
  - 6.3.1 Key Market Trends
  - 6.3.2 Key Growth Factors and Opportunities
  - 6.3.3 Market Size and Forecast
- 6.4 Fitness Institutions
  - 6.4.1 Key Market Trends
  - 6.4.2 Key Growth Factors and Opportunities
  - 6.4.3 Market Size and Forecast
- 6.5 Online & Others
  - 6.5.1 Key Market Trends
  - 6.5.2 Key Growth Factors and Opportunities
  - 6.5.3 Market Size and Forecast

## **CHAPTER 7 EUROPE SPORTS NUTRITION MARKET BY COUNTRY**

- 7.1 Europe
  - 7.1.1 Market Size and Forecast, by Type
  - 7.1.2 Market Size and Forecast, by User
  - 7.1.3 Market Size and Forecast, by Distribution Channel
- 7.2. U.K.
  - 7.2.1 Key Market Trends
  - 7.2.2 Key Drivers and Opportunities
    - 7.2.2.1 Market Size and Forecast by Type
    - 7.2.2.2 Market Size and Forecast by Distribution Channel
- 7.3 Germany
  - 7.3.1 Key Market Trends
  - 7.3.2 Key Drivers and Opportunities
    - 7.3.2.1 Market Size and Forecast by Type
    - 7.3.2.2 Market Size and Forecast by Distribution Channel
- 7.4 France
  - 7.4.1 Key Market Trends
  - 7.4.2 Key Drivers and Opportunities
    - 7.4.2.1 Market Size and Forecast by Type
    - 7.4.2.2 Market Size and Forecast by Distribution Channel
- 7.5 Spain
  - 7.5.1 Key Market Trends
  - 7.5.2 Key Drivers and Opportunities
    - 7.5.2.1 Market Size and Forecast by Type
    - 7.5.2.2 Market Size and Forecast by Distribution Channel

## 7.6 Italy

### 7.6.1 Key Market Trends

### 7.6.2 Key Drivers and Opportunities

#### 7.6.2.1 Market Size and Forecast by Type

#### 7.6.2.2 Market Size and Forecast by Distribution Channel

## 7.7 Rest of Europe

### 7.7.1 Key Market Trends

### 7.7.2 Key Drivers and Opportunities

#### 7.7.2.1 Market Size and Forecast by Type

#### 7.7.2.2 Market Size and Forecast by Distribution Channel

## **CHAPTER 8 COMPANY PROFILES**

### 8.1 Glanbia Plc.

#### 8.1.1 Company Overview

#### 8.1.2 Operating Business Segments

#### 8.1.3 Business Performance

#### 8.1.4 Key Strategic Moves & Developments

#### 8.1.5 SWOT Analysis

### 8.2 The Coca-Cola Company

#### 8.2.1 Company Overview

#### 8.2.2 Business Performance

#### 8.2.3 Key Strategic Moves and Developments

#### 8.2.4 SWOT Analysis

### 8.3 Atlantic MultiPower Germany GmbH and Co. OHG (Atlantic Grupa D.D.)

#### 8.3.1 Company Overview

#### 8.3.2 Key Strategic Moves and Developments

#### 8.3.3 SWOT Analysis

### 8.4 MaxiNutrition Ltd. (GlaxoSmithKline PLC)

#### 8.4.1 Company Overview

#### 8.4.2 Key Strategic Moves and Developments

#### 8.4.3 SWOT Analysis

### 8.5 Olimp Laboratories Sp. zoo

#### 8.5.1 Company Overview

#### 8.5.2 SWOT Analysis

### 8.6 Nutrend D.S.,a.s

#### 8.6.1 Company Overview

#### 8.6.2 Key Strategic Moves and Developments

#### 8.6.3 SWOT Analysis

## 8.7 Ultimate Nutrition Inc.

### 8.7.1 Company Overview

### 8.7.3 SWOT Analysis

## 8.8 PowerBar Europe GmbH

### 8.8.1 Company Overview

### 8.8.2 Operating Business Segments

### 8.8.3 SWOT Analysis

## 8.9 Science in Sport

### 8.9.1 Company Overview

### 8.9.2 Operating Business Segments

### 8.9.3 Business Performance

### 8.9.4 Key Strategic Moves and Developments

### 8.9.5 SWOT Analysis

## 8.10 PacificHealth Laboratories, Inc.

### 8.10.1 Company Overview

### 8.10.2 Operating Business Segments

### 8.10.3 SWOT Analysis

Other players in the value chain include

PepsiCo Inc.

Reckitt Benckiser Group Plc.

Clif Bar & Company

Abbott Nutrition Inc.

Otsuka Pharmaceutical Co. Ltd.

Profiles of these players are not included. The same will be included on request

## List Of Tables

### LIST OF TABLES

TABLE 1 EUROPE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 2 EUROPE PROTEIN POWDER SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 3 EUROPE ISO DRINK POWDER SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 4 EUROPE CAPSULE/TABLETS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 5 EUROPE SUPPLEMENT POWDER SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 6 EUROPE RTD PROTEIN DRINKS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 7 EUROPE ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 8 EUROPE CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 9 EUROPE PROTEIN BARS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 10 EUROPE CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 11 EUROPE OTHER SUPPLEMENTS MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 12 EUROPE SPORTS NUTRITION MARKET REVENUE, BY END USER, 2014 - 2021 (\$MILLION)

TABLE 13 EUROPE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 14 EUROPE LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 15 EUROPE SMALL RETAIL SPORTS NUTRITION MARKET REVENUE BY COUNTRY, 2014-2021 (\$MILLION)

TABLE 16 EUROPE DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 17 EUROPE FITNESS INSTITUTIONS SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 18 EUROPE ONLINE AND OTHERS SPORTS NUTRITION MARKET

REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 19 EUROPE SPORTS NUTRITION MARKET REVENUE, BY COUNTRY, 2014 - 2021 (\$MILLION)

TABLE 20 EUROPE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 21 EUROPE SPORTS NUTRITION MARKET REVENUE, BY USER, 2014 - 2021 (\$MILLION)

TABLE 22 EUROPE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 23 U.K. SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 24 U.K. SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 25 GERMANY SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 26 GERMANY SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 27 FRANCE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 28 FRANCE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 29 SPAIN SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 30 SPAIN SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 31 ITALY SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 32 ITALY SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 33 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014 - 2021 (\$MILLION)

TABLE 34 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014 - 2021 (\$MILLION)

TABLE 35 GLANBIA PLC - COMPANY SNAPSHOT

TABLE 36 GLANBIA - OPERATING SEGMENTS

TABLE 37 THE COCA-COLA COMPANY - COMPANY SNAPSHOT

TABLE 38 ATLANTIC MULTIPOWER GERMANY GMBH AND CO. OHG (ATLANTIC GRUPA D.D.)- COMPANY SNAPSHOT

TABLE 39 MAXINUTRITION LTD. (GLAXOSMITHKLINE PLC) - COMPANY

**SNAPSHOT****TABLE 40 OLIMP LABORATORIES SP. ZOO - COMPANY SNAPSHOT****TABLE 41 NUTREND D.S.,A.S. - COMPANY SNAPSHOT****TABLE 42 ULTIMATE NUTRITION INC. - COMPANY SNAPSHOT****TABLE 43 POWERBAR EUROPE GMBH - COMPANY SNAPSHOT****TABLE 44 POWERBAR EUROPE GMBH - OPERATING SEGMENTS****TABLE 45 SCIENCE IN SPORT PLC - COMPANY SNAPSHOT****TABLE 46 SCIENCE IN SPORT PLC - OPERATING SEGMENTS****TABLE 47 PACIFICHEALTH LABORATORIES INC. - COMPANY SNAPSHOT****TABLE 48 PACIFICHEALTH LABORATORIES INC. - OPERATING SEGMENTS**

## List Of Figures

### LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP INVESTMENT POCKETS

FIG. 3 TOP WINNING STRATEGIES (%)

FIG. 4 TOP WINNING STRATEGIES, 2012-2015

FIG. 5 VALUE CHAIN ANALYSIS OF EUROPE SPORTS NUTRITION MARKET

FIG. 6 PORTERS FIVE FORCES ANALYSIS

FIG. 7 MARKET PLAYER POSITIONING, 2015

FIG. 8 MARKET SHARE ANALYSIS, 2015 (%)

FIG. 9 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY PRODUCT TYPE, 2015 & 2021 (%)

FIG. 10 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE PROTEIN POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 11 EUROPE PROTEIN POWDER SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 12 EUROPE PROTEIN POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 13 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE ISO DRINK POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 14 EUROPE ISO DRINK POWDER SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 15 EUROPE ISO DRINK POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 16 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE CAPSULE/TABLETS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 17 EUROPE CAPSULE/TABLETS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 18 EUROPE CAPSULE/TABLETS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 19 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE SUPPLEMENT POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 20 EUROPE SUPPLEMENT POWDER SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 21 EUROPE SUPPLEMENT POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 22 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE RTD



PROTEIN DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 23 EUROPE RTD PROTEIN DRINKS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 24 EUROPE RTD PROTEIN DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 25 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 26 EUROPE ISO & OTHER SPORTS DRINKS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 27 EUROPE ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 28 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 29 EUROPE CARBOHYDRATE DRINKS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 30 EUROPE CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 31 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE PROTEIN BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 32 EUROPE PROTEIN BARS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 33 EUROPE PROTEIN BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 34 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 35 EUROPE CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 36 EUROPE CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 37 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE OTHER

SUPPLEMENTS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 38 EUROPE OTHER SUPPLEMENTS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 39 EUROPE OTHER SUPPLEMENTS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021 (%)

FIG. 40 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY USER, 2015 & 2021 (%)

FIG. 41 EUROPE ATHLETES SPORTS NUTRITION MARKET REVENUE, 2014 - 2021



(\$MILLION)

FIG. 42 EUROPE BODYBUILDERS SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 43 EUROPE RECREATIONAL USERS SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 44 EUROPE LIFESTYLE USERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 45 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY DISTRIBUTION CHANNEL, 2015 & 2021 (%)

FIG. 46 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 47 EUROPE LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 48 EUROPE LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021(%)

FIG. 49 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE SMALL RETAIL SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 50 EUROPE SMALL RETAIL SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 51 EUROPE SMALL RETAIL SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021(%)

FIG. 52 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 53 EUROPE DRUG AND SPECIALTY STORES SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 54 EUROPE DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021(%)

FIG. 55 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE FITNESS INSTITUTIONS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 56 EUROPE FITNESS INSTITUTIONS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 57 EUROPE FITNESS INSTITUTIONS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY COUNTRY, 2014 - 2021(%)

FIG. 58 COMPARATIVE COUNTRY MARKET SHARE ANALYSIS OF EUROPE ONLINE AND OTHERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 59 EUROPE ONLINE AND OTHERS SPORTS NUTRITION REVENUE, 2014 - 2021 (\$MILLION)

FIG. 60 EUROPE ONLINE AND OTHERS SPORTS NUTRITION MARKET SHARE

ANALYSIS, BY COUNTRY, 2014 - 2021(%)

FIG. 61 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 62 U.K. SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 63 GERMANY SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 64 FRANCE SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 65 SPAIN SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 66 ITALY SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 67 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, 2014 - 2021 (\$MILLION)

FIG. 68 GLANBIA PLC: REVENUE, 2013 2015 (\$MILLION)

FIG. 69 GLANBIA PLC: REVENUE BY BUSINESS SEGMENT (%), 2015

FIG. 70 GLANBIA PLC: SWOT ANALYSIS

FIG. 71 THE COCA COLA COMPANY: REVENUE, 2013 2015 (\$MILLION)

FIG. 72 THE COCA COLA COMPANY: SWOT ANALYSIS

FIG. 73 ATLANTIC MULTIPOWER GERMANY GMBH AND CO. OHG (ATLANTIC GRUPA D.D.): SWOT ANALYSIS

FIG. 74 MAXINUTRITION LTD. (GLAXOSMITHKLINE PLC): SWOT ANALYSIS

FIG. 75 OLIMP LABORATORIES SP. ZOO: SWOT ANALYSIS

FIG. 76 NUTREND D.S.,A.S.: SWOT ANALYSIS

FIG. 77 ULTIMATE NUTRITION LTD.: SWOT ANALYSIS

FIG. 78 POWERBAR EUROPE GMBH: SWOT ANALYSIS

FIG. 79 SCIENCE IN SPORT PLC: REVENUE, 2013 2015 (\$MILLION)

FIG. 80 SCIENCE IN SPORT PLC: REVENUE BY GEOGRAPHY, 2015 (%)

FIG. 81 SCIENCE IN SPORT PLC: SWOT ANALYSIS

FIG. 82 PACIFICHEALTH LABORATORIES INC.: SWOT ANALYSIS

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