

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.

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Reckitt Benckiser Group Plc.

Clif Bar & Company

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Product name: 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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