

Sports Nutrition Market by Type (Protein Powder, Iso Drink Powder, Creatine, BCAA, Supplement Powder, RTD Protein Drinks, Iso & Other Sports Drinks, Carbohydrate Drinks, Protein Bars, Carbohydrate/Energy Bars), Distribution Channel (Large Retail & Mass Merchandisers, Small Retail, Drug & Specialty Stores, Fitness Institutions, Online) - Global Opportunity Analysis and Industry Forecasts, 2014 - 2021

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Abstracts

Sports nutrition products include protein powder, capsule/tablets (creatine/branched chain amino acids and others), supplement powder, ready-to-drink protein drinks, Iso drink powder, Iso & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars, and other supplements. These products are widely used in strength sports (weightlifting & bodybuilding) and endurance sports (cycling, running, swimming, rowing, and others). In addition, they are majorly used to gain muscle mass, as a meal replacement, replenish water & electrolytes, and weight management. Major factors that drive the growth of the market include a rise in obese population primarily in developed regions, consistent increase in the number of gyms & health clubs, increase in trend of online retail, and a surge in the number of recreational & lifestyle users. However, availability of cheap and counterfeit products poses challenge to sports nutrition manufacturers. Increase in health consciousness along with a rise in disposable income in developing economies provides lucrative opportunities for market growth.

The world sports nutrition market is segmented based on product type, end users, distribution channel, and geography. On the basis of product type, it is segmented 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 segment accounted for the largest share of the overall sports nutrition market revenue in 2015. The carbohydrate/energy bars segment is expected to witness highest growth during the forecast period, owing to the increase in demand for healthy foods. End users of sports nutrition products comprise athletes, bodybuilders, recreational users, and lifestyle users. Channels through which sports nutrition products are distributed include large retail & mass merchandisers, small retail, drug & specialty stores, fitness institutions, and online & others. Large retail and mass merchandisers accounted for a majority share of the total market revenue on account of increasing usage of sports nutrition products as lifestyle food.

Geographically, the market is segmented into North America (U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and rest of Europe), Asia-Pacific (Japan, Australia, China, India, and rest of Asia-Pacific), and LAMEA (Brazil, Argentina, South Africa, and rest of LAMEA). North America held the largest share in the market in 2015 and is expected to maintain its dominance throughout the forecast period. However, Asia-Pacific is expected to witness a double-digit growth on account of increase in health consciousness and rise in disposable income.

Key market players profiled in the report are The Coca-Cola Company, Abbott Nutrition Inc., PepsiCo Inc., Glanbia Plc., Reckitt Benckiser Group plc, Yakult Honsha Co Ltd, Post Holdings, Inc., GNC Holdings, Clif Bar & Company, and Otsuka Pharmaceuticals Co., Ltd.

KEY BENEFITS

The report includes extensive analysis of the factors that drive as well as restrain the world 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.

An in-depth analysis of key segments of the market demonstrates stakeholders with different types of green solvents consumed across different industries on the globe.

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 geography.

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 (Gym & Health Clubs)

Online & Others

BY GEOGRAPHY

North America

U.S.

Canada

Mexico

Europe

UK

France

Germany

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

India

Australia

Rest of Asia-Pacific

LAMEA (Latin America, Middle East, and Africa)

Brazil

Argentina

South Africa

Rest of LAMEA

KEY PLAYERS

The Coca-Cola Company

Abbott Nutrition Inc.

PepsiCo Inc.

Glanbia Plc.

Reckitt Benckiser Group Plc.

Yakult Honsha Co. Ltd.

Post Holdings Inc.

GNC Holdings

Clif Bar & Company

Otsuka Pharmaceutical Co. Ltd.

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

Atlantic Multipower UK Limited

GlaxoSmithKline PLC

Olimp Laboratories

Ultimate Nutrition Inc.

PowerBar Europe GmbH

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, 2011-2014 (%)
- 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 Increasing number of local brands and growing e-commerce channel increases the threat of new entrants
 - 3.3.4 Increasing popularity of better-for-you food & beverages increase the threat of substitutes
 - 3.3.5 Presence of numerous competitors increases industrial rivalry
- 3.4 Value Chain Analysis
- 3.5 Market Share Analysis, 2015 (%)
- 3.6 Drivers
 - 3.6.1 Spiraling rise of health clubs and fitness centers
 - 3.6.2 Piqued interest in personal appearance
 - 3.6.3 Rapid pace of urbanization
 - 3.6.4 Growing number of non-traditional users

3.7 Restraints

3.7.1 Availability of cheap counterfeit products and food safety issues

3.8 Opportunities

3.8.1 Growing demand from developing countries

3.8.2 Expansion of distribution channels

CHAPTER 4 WORLD 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 WORLD SPORTS NUTRITION MARKET BY 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 WORLD SPORTS NUTRITION MARKET BY DISTRIBUTION CHANNEL

- 6.1 Large Retail and 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 and 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 and Others

6.5.1 Key Market Trends

6.5.2 Key Growth Factors and Opportunities

6.5.3 Market Size and Forecast

CHAPTER 7 WORLD SPORTS NUTRITION MARKET BY GEOGRAPHY

7.1 North America

7.1.1 Key Market Trends

7.1.2 Key Growth Factors and Opportunities

7.1.3 Competitive Scenario

7.1.4 Market Size and Forecast, by Type

7.1.5 Market Size and Forecast, by User

7.1.6 Market Size and Forecast, by Distribution Channel

7.1.7 U.S.

7.1.7.1 Market Size and Forecast by Type

7.1.7.2 Market Size and Forecast by Distribution Channel

7.1.8 Canada

7.1.8.1 Market Size and Forecast by Type

7.1.8.2 Market Size and Forecast by Distribution Channel

7.1.9 Mexico

7.1.9.1 Market Size and Forecast by Type

7.1.9.2 Market Size and Forecast by Distribution Channel

7.2 Europe

7.2.1 Key Market Trends

7.2.2 Key Growth Factors and Opportunities

7.2.3 Competitive Scenario

7.2.4 Market Size and Forecast, by Type

7.2.5 Market Size and Forecast, by User

7.2.6 Market Size and Forecast, by Distribution Channel

7.2.7 U.K.

- 7.2.7.1 Market Size and Forecast by Type
- 7.2.7.2 Market Size and Forecast by Distribution Channel
- 7.2.8 Germany
 - 7.2.8.1 Market Size and Forecast by Type
 - 7.2.8.2 Market Size and Forecast by Distribution Channel
- 7.2.9 France
 - 7.2.9.1 Market Size and Forecast by Type
 - 7.2.9.2 Market Size and Forecast by Distribution Channel
- 7.2.10 Italy
 - 7.2.10.1 Market Size and Forecast by Type
 - 7.2.10.2 Market Size and Forecast by Distribution Channel
- 7.2.11 Spain
 - 7.2.11.1 Market Size and Forecast by Type
 - 7.2.11.2 Market Size and Forecast by Distribution Channel
- 7.2.12 Rest of Europe
 - 7.2.12.1 Market Size and Forecast by Type
 - 7.2.12.2 Market Size and Forecast by Distribution Channel
- 7.3 Asia-Pacific
 - 7.3.1 Key Market Trends
 - 7.3.2 Key Growth Factors and Opportunities
 - 7.3.3 Competitive Scenario
 - 7.3.4 Market Size and Forecast, by Type
 - 7.3.5 Market Size and Forecast, by User
 - 7.3.6 Market Size and Forecast, by Distribution Channel
 - 7.3.7 Japan
 - 7.3.7.1 Market Size and Forecast by Type
 - 7.3.7.2 Market Size and Forecast by Distribution Channel
 - 7.3.8 Australia
 - 7.3.8.1 Market Size and Forecast by Type
 - 7.3.8.2 Market Size and Forecast by Distribution Channel
 - 7.3.9 China
 - 7.3.9.1 Market Size and Forecast by Type
 - 7.3.9.2 Market Size and Forecast by Distribution Channel
 - 7.3.10 India
 - 7.3.10.1 Market Size and Forecast by Type
 - 7.3.10.2 Market Size and Forecast by Distribution Channel
 - 7.3.11 Rest of Asia-Pacific
 - 7.3.11.1 Market Size and Forecast by Type
 - 7.3.11.2 Market Size and Forecast by Distribution Channel

7.4 LAMEA

7.4.1 Key Market Trends

7.4.2 Key Growth Factors and Opportunities

7.4.3 Competitive Scenario

7.4.4 Market Size and Forecast, by Type

7.4.5 Market Size and Forecast, by User

7.4.6 Market Size and Forecast, by Distribution Channel

7.4.7 Brazil

7.4.7.1 Market Size and Forecast by Type

7.4.7.2 Market Size and Forecast by Distribution Channel

7.4.8 Argentina

7.4.8.1 Market Size and Forecast by Type

7.4.8.2 Market Size and Forecast by Distribution Channel

7.4.9 South Africa

7.4.9.1 Market Size and Forecast by Type

7.4.9.2 Market Size and Forecast by Distribution Channel

7.4.10 Rest of LAMEA

7.4.10.1 Market Size and Forecast by Type

7.4.10.2 Market Size and Forecast by Distribution Channel

CHAPTER 8 COMPANY PROFILES

8.1 The Coca-Cola Company

8.1.1 Company Overview

8.1.2 Business Performance

8.2 Abbott Nutrition, Inc.

8.2.1 Company Overview

8.2.2 Business Performance

8.2.3 Key Strategic Moves and Developments

8.3 PepsiCo Inc.

8.3.1 Company Overview

8.3.2 Business Performance

8.3.3 Key Strategic Moves and Developments

8.4 Glanbia Plc.

8.4.1 Company Overview

8.4.2 Business Performance

8.4.3 Key Strategic Moves and Developments

8.5 Reckitt Benckiser Group Plc.

8.5.1 Company Overview

- 8.5.2 Business Performance
- 8.5.3 Strategic Moves and Developments
- 8.6 Yakult Honsha Co., Ltd.
 - 8.6.1 Company Overview
 - 8.6.2 Business Performance
 - 8.6.3 Key Strategic Moves and Developments
- 8.7 Post Holdings, Inc.
 - 8.7.1 Company Overview
 - 8.7.2 Business Performance
 - 8.7.3 Key Strategic Moves and Developments
- 8.8 GNC Holdings
 - 8.8.1 Company Overview
 - 8.8.2 Business Performance
 - 8.8.3 Key Strategic Moves and Developments
- 8.9 Clif Bar & Company
 - 8.9.1 Company Overview
 - 8.9.2 Key Strategic Moves and Developments
- 8.10 Otsuka Pharmaceutical Co., Ltd.
 - 8.10.1 Company Overview
 - 8.10.2 Business Performance
 - 8.10.3 Key Strategic Moves and Developments

Other players in the value chain include

Atlantic Multipower UK Limited

GlaxoSmithKline PLC

Olimp Laboratories

Ultimate Nutrition Inc.

PowerBar Europe GmbH

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

List Of Tables

LIST OF TABLES

TABLE 1 WORLD SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 2 WORLD SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 3 WORLD PROTEIN POWDER SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 4 WORLD ISO DRINK POWDER SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 5 WORLD CAPSULE/TABLETS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 6 WORLD SUPPLEMENT POWDER SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 7 WORLD RTD PROTEIN DRINKS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 8 WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 9 WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 10 WORLD PROTEIN BARS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 11 WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 12 WORLD OTHER SUPPLEMENTS MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 13 WORLD SPORTS NUTRITION MARKET REVENUE, BY USER, 2014-2021 (\$MILLION)

TABLE 14 WORLD ATHLETES SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 15 WORLD BODYBUILDERS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 16 WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 17 WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 18 WORLD SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION

CHANNEL, 2014-2021 (\$MILLION)

TABLE 19 WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS

NUTRITION MARKET REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 20 WORLD SMALL RETAIL SPORTS NUTRITION MARKET REVENUE BY
GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 21 WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET
REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 22 WORLD FITNESS INSTITUTIONS SPORTS NUTRITION MARKET
REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 23 WORLD ONLINE AND OTHERS SPORTS NUTRITION MARKET
REVENUE, BY GEOGRAPHY, 2014-2021 (\$MILLION)

TABLE 24 NORTH AMERICA SPORTS NUTRITION MARKET REVENUE, BY
PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 25 NORTH AMERICA SPORTS NUTRITION MARKET REVENUE, BY USER,
2014-2021 (\$MILLION)

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

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

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

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

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

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

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

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

TABLE 34 EUROPE SPORTS NUTRITION MARKET REVENUE, BY USER, 2014-2021
(\$MILLION)

TABLE 35 EUROPE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2014-2021 (\$MILLION)

TABLE 36 U.K. SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE,
2014-2021 (\$MILLION)

TABLE 37 U.K. SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION
CHANNEL, 2014-2021 (\$MILLION)

TABLE 38 GERMANY SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 39 GERMANY SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 40 FRANCE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 41 FRANCE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 42 ITALY SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 43 ITALY SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 44 SPAIN SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 45 SPAIN SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 46 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 47 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 48 ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 49 ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, BY USER, 2014-2021 (\$MILLION)

TABLE 50 ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 51 JAPAN SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 52 JAPAN SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 53 AUSTRALIA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 54 AUSTRALIA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 55 CHINA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 2014-2021 (\$MILLION)

TABLE 56 CHINA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2014-2021 (\$MILLION)

TABLE 57 INDIA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE,

20142021 (\$MILLION)

TABLE 58 INDIA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 59 REST OF ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 60 REST OF ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 61 LAMEA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 62 LAMEA SPORTS NUTRITION MARKET REVENUE, BY USER, 20142021 (\$MILLION)

TABLE 63 LAMEA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 64 BRAZIL SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 65 BRAZIL SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 66 ARGENTINA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 67 ARGENTINA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 68 SOUTH AFRICA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 69 SOUTH AFRICA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 70 REST OF LAMEA SPORTS NUTRITION MARKET REVENUE, BY PRODUCT TYPE, 20142021 (\$MILLION)

TABLE 71 REST OF LAMEA SPORTS NUTRITION MARKET REVENUE, BY DISTRIBUTION CHANNEL, 20142021 (\$MILLION)

TABLE 72 COCA-COLA: COMPANY SNAPSHOT

TABLE 73 ABBOTT NUTRITION, INC.: COMPANY SNAPSHOT

TABLE 74 PEPSICO INC.: COMPANY SNAPSHOT

TABLE 75 GLANBIA PLC.: COMPANY SNAPSHOT

TABLE 76 RECKITT BENCKISER GROUP PLC.: COMPANY SNAPSHOT

TABLE 77 YAKULT HONSHA CO., LTD: COMPANY SNAPSHOT

TABLE 78 POST HOLDINGS, INC.: COMPANY SNAPSHOT

TABLE 79 GNC HOLDINGS: COMPANY SNAPSHOT

TABLE 80 CLIF BAR & COMPANY: COMPANY SNAPSHOT

TABLE 81 OTSUKA HOLDINGS CO., LTD.: COMPANY SNAPSHOT

List Of Figures

LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP INVESTMENT POCKETS

FIG. 3 TOP WINNING STRATEGIES, 2011-2014 (%)

FIG. 4 TOP WINNING STRATEGIES, BY CATEGORY

FIG. 5 PORTERS FIVE FORCES ANALYSIS

FIG. 6 VALUE CHAIN MODEL OF SPORTS NUTRITION MARKET

FIG. 7 MARKET SHARE ANALYSIS, 2014 (%)

FIG. 8 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD SPORTS NUTRITION MARKET, BY PRODUCT TYPE, 2015 & 2021 (%)

FIG. 9 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD PROTEIN POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 10 WORLD PROTEIN POWDER SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 11 WORLD PROTEIN POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 12 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ISO DRINK POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 13 WORLD ISO DRINK POWDER SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 14 WORLD ISO DRINK POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 15 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD CAPSULE/TABLETS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 16 WORLD CAPSULE/TABLETS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 17 WORLD CAPSULE/TABLETS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 18 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD SUPPLEMENT POWDER SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 19 WORLD SUPPLEMENT POWDER SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 20 WORLD SUPPLEMENT POWDER SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 21 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD RTD PROTEIN DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 22 WORLD RTD PROTEIN DRINKS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 23 WORLD RTD PROTEIN DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 24 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 25 WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 26 WORLD ISO & OTHER SPORTS DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 27 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 28 WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 29 WORLD CARBOHYDRATE DRINKS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 30 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD PROTEIN BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 31 WORLD PROTEIN BARS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 32 WORLD PROTEIN BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 33 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 34 WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 35 WORLD CARBOHYDRATE/ENERGY BARS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 36 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD OTHER SUPPLEMENTS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 37 WORLD OTHER SUPPLEMENTS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 38 WORLD OTHER SUPPLEMENTS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 39 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD SPORTS NUTRITION MARKET, BY USER, 2015 & 2021 (%)

FIG. 40 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ATHLETES SPORTS NUTRITION MARKET, 2015 & 2021 (%)

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

(\$MILLION)

FIG. 42 WORLD ATHLETES SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 43 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD BODYBUILDERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 44 WORLD BODYBUILDERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 45 WORLD BODYBUILDERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 46 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 47 WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 48 WORLD RECREATIONAL USERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 49 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 50 WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 51 WORLD LIFESTYLE USERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 52 COMPARATIVE MARKET SHARE ANALYSIS OF WORLD SPORTS NUTRITION MARKET, BY DISTRIBUTION CHANNEL, 2015 & 2021 (%)

FIG. 53 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 54 WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 55 WORLD LARGE RETAIL AND MASS MERCHANDISERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 56 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD SMALL RETAIL SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 57 WORLD SMALL RETAIL SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 58 WORLD SMALL RETAIL SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 59 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 60 WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION REVENUE,

2014-2021 (\$MILLION)

FIG. 61 WORLD DRUG AND SPECIALTY STORES SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 62 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD FITNESS INSTITUTIONS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 63 WORLD FITNESS INSTITUTIONS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 64 WORLD FITNESS INSTITUTIONS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 65 COMPARATIVE REGIONAL MARKET SHARE ANALYSIS OF WORLD ONLINE AND OTHERS SPORTS NUTRITION MARKET, 2015 & 2021 (%)

FIG. 66 WORLD ONLINE AND OTHERS SPORTS NUTRITION REVENUE, 2014-2021 (\$MILLION)

FIG. 67 WORLD ONLINE AND OTHERS SPORTS NUTRITION MARKET SHARE ANALYSIS, BY GEOGRAPHY, 2014-2021 (%)

FIG. 68 COMPARATIVE MARKET SHARE ANALYSIS OF NORTH AMERICA SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 69 U.S. SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 70 CANADA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 71 MEXICO SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 72 COMPARATIVE MARKET SHARE ANALYSIS OF EUROPE SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 73 U.K. SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 74 GERMANY SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 75 FRANCE SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 76 ITALY SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 77 SPAIN SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 78 REST OF EUROPE SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 79 COMPARATIVE MARKET SHARE ANALYSIS ASIA-PACIFIC SPORTS NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 80 JAPAN SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 81 AUSTRALIA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 82 CHINA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 83 INDIA SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 84 REST OF ASIA-PACIFIC SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 85 COMPARATIVE MARKET SHARE ANALYSIS OF LAMEA SPORTS

NUTRITION MARKET, BY COUNTRY, 2015 & 2021 (%)

FIG. 86 BRAZIL SPORTS NUTRITION MARKET REVENUE, 2014-2021 (\$MILLION)

FIG. 87 ARGENTINA SPORTS NUTRITION MARKET REVENUE, 2014-2021
(\$MILLION)

FIG. 88 SOUTH AFRICA SPORTS NUTRITION MARKET REVENUE, 2014-2021
(\$MILLION)

FIG. 89 REST OF LAMEA SPORTS NUTRITION MARKET REVENUE, 2014-2021
(\$MILLION)

FIG. 90 COCA COLA COMPANY: REVENUE, 2012-2014 (\$MILLION)

FIG. 91 COCA COLA COMPANY: REVENUE BY GEOGRAPHY, 2014 (%)

FIG. 92 ABBOTT NUTRITION, INC.: REVENUE, 2012-2014 (\$MILLION)

FIG. 93 REVENUE OF ABBOTT NUTRITION, INC., BY PRODUCT SEGMENT (%),
2014

FIG. 94 REVENUE OF PEPSICO INC., 2012-2014, (\$MILLION)

FIG. 95 PEPSICO INC.: REVENUE BY SEGMENT, 2014 (%)

FIG. 96 REVENUE OF PEPSICO. INC. BY GEOGRAPHY (%), 2014

FIG. 97 GLANBIA PLC: REVENUE, 2012-2014 (\$MILLION)

FIG. 98 GLANBIA PLC: REVENUE BY SEGMENT, 2014 (%)

FIG. 99 RECKITT BENCKISER GROUP PLC.: REVENUE, 2012-2014 (\$MILLION)

FIG. 100 RECKITT BENCKISER GROUP PLC: REVENUE BY GEOGRAPHY, 2014
(%)

FIG. 101 YAKULT HONSHA CO LTD.: REVENUE, 2013-2015 (\$MILLION)

FIG. 102 YAKULT HONSHA CO LTD: REVENUE BY SEGMENT, 2015 (%)

FIG. 103 POST HOLDINGS, INC., REVENUE, 2012-2014 (\$MILLION)

FIG. 104 REVENUE OF POST HOLDINGS, BY BUSINESS SEGMENT, 2014 (%)

FIG. 105 GNC HOLDINGS: REVENUE, 2012-2014 (\$MILLION)

FIG. 106 OTSUKA HOLDINGS CO. LTD: REVENUE, 2012-2014 (\$MILLION)

FIG. 107 REVENUE OF OTSUKA HOLDINGS CO. LTD., BY PRODUCT (%), 2014

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