

Sports Nutrition Market - Global Outlook & Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Sports Nutrition Market Report

The sports nutrition market is expected to reach USD 26.11 billion by 2026, growing at a CAGR of 10.09%.

SPORTS NUTRITION MARKET INSIGHTS

Sports nutrition products are undergoing mass adoption by recreational users and lifestyles users. North America is the largest market for sports nutrition and accounted for 53.45% in 2020. Government initiatives are promoting an increase in the number of gyms and health centers and sports-related activities, driving the demand for personalized nutrition products in the region. The development of digital infrastructure in emerging countries such as India and China has offered significant opportunities for online platforms to boost sales. With the outbreak of the COVID-19 pandemic, personalization of sports nutrition demand has rapidly increased due to the shut-down of gyms and banning of sports around the world. The clean labeling trend is a leading factor in the US sports nutrition market, closely followed by the UK and other European countries, by giving a relatively new status to the industry by focusing on the food chain safety in the Asian region.

The following factors are likely to contribute to the growth of the sports nutrition market during the forecast period

Growing Demand for Sports Nutrition from Young Athletes

Rising Awareness About Sports Nutrition and Performance

High Adoption of Personalization and Customization in Sports Nutrition Market

Increasing Demand for Plant-Based Nutrition

SPORTS NUTRITION MARKET GROWTH FACTORS

The rise in importance of leading an active and fit life among youths has influenced the adoption of sports nutrition and sportswear products, thereby contributing to the growth of the sports nutrition market.

Increasing sports participation and concern about physical well-being among young population coaches are driving the demand for sports nourishment products and contributing to the market's growth.

The demand for various types of dietary & health supplements, energy drinks, and protein bars among athletes and bodybuilders is accelerating the growth of the market.

Latin America, and Middle East & Africa are underpenetrated markets and will provide enormous growth opportunities for vendors in the sports nourishment market, especially after the COVID-19 outbreak.

The study considers a detailed scenario of the present sports nutrition market and its market dynamics for the period 2021-2026. It covers a detailed overview of several market growth enablers, restraints, and trends.

The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent ones operating in the market.

SPORTS NUTRITION MARKET SEGMENTATION

This research report includes a detailed segmentation by

Product Type

Raw Material

Types of Workouts

Distribution Channels

End-Users

Geography

SPORTS NUTRITION MARKET SEGMENTS & SHARES

Product Type: The sports nutriment is segmented into categories such as sports drinks, supplements, and sports food. Latin America and APAC are expected to witness high traction for sports supplement products. Increased government and private investments in the healthcare sector are projected to fuel the demand for the segment.

Raw Material: The animal-derived raw material segment is expected to generate more revenue than other segments as it helps in muscle building and repair in the sports nutriment industry. The animal-derived raw materials are expected to continue to dominate during the forecast period.

Types of Workouts: Pre-workout nutrition segment is expected to contribute incremental growth of USD 7.18 billion by 2026. The pre-workout segments account for the largest share in the market.

Distribution Channels: The distribution methods remain the key influencer in determining the sales and market share of the brands in the sports nutrition market. Major retail channels like Walmart, Costco, Walgreens, Sainsbury's, and Morrisons serve as the major sources of sales in western countries for sports nourishment products.

End-Users: As an athlete, physical health is the key factor to an active lifestyle. The athlete consumer segment is expected to generate more revenue than other segments. The need for nutriment during extensive exercises for athletes helps enhance athletic performance by reducing fatigue and the risk of disease and injury.

GEOGRAPHY ANALYSIS

North America is the largest and accounts for 53.45% of the global sports nutrition market share. Increasing health awareness and the requirement for adequate nutritional content in food have raised these products' demand. An increasing number of the middle-aged and senior population engaged in sports activities is propelling the industry in the region. Rapid urbanization is one of the key factors accelerating the demand for sports nutriment products in North America. Increasing e-commerce purchases has supported the growth of sports nutrition sales in 2020. Consumers are shifting their purchases online out of hygiene concerns.

Market Segmentation by Geography

North America

US

Canada

Europe

UK

Germany

France

Italy

Spain

APAC

China

South Korea

Japan

Australia

India

Middle East & Africa

South Africa

UAE

Latin America

Brazil

Mexico

Argentina

VENDOR ANALYSIS

The global sports nutrition market is highly competitive due to the presence of international and domestic players. Extensive R&D investments have led to the introduction of numerous new products in the market. For instance, Glanbia and Lonza have announced a collaboration in 2020 to offer direct-to-direct consumer brand Body&Fit expansion using Lonza's DUOCAP technology and ingredients. The global sports nutriment market is dominated by vendors that have an international presence. Many international players are expected to expand their reach worldwide during the forecast period. To have a competitive advantage over other vendors, vendors have to develop new technologies and remain abreast with upcoming innovations.

Key Vendors

GNC Holdings

PowerBar

Glanbia

GlaxoSmithKline

Clif Bar & Company

Other Prominent Vendors

Abbott

Herbalife Nutrition

Otsuka Pharmaceutical Company

The Coca-Cola Company

PepsiCo

PacificHealth Laboratories

Yakult Honsha Company

Post Holdings

Pro Action

Atlantic Grupa d.d

Olimp Laboratories

Ultimate Nutrition

Momentous

Science in Sport

Iovate Health Sciences International

The Bountiful Company

BA Sports Nutrition

Universal Nutrition

Creative Edge Nutrition

Klean Athlete

KEY QUESTIONS ANSWERED:

1. How big is the sports nutrition market?
2. Who are the end-users in the sports nutrition market?
3. Which region accounted for the highest market share in the sports nutrition market?
4. Who are the key vendors in the sports nutrition industry?
5. Which distribution channel segment leads the sports nutrition market?
6. What are the factors driving the sports nutrition market?

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.1.3 Market Estimation Caveats

4.2 Base Year

4.3 Scope of the Study

4.4 Market Segments

4.4.1 Product Type

4.4.2 Raw Material

4.4.3 Types of Workouts

4.4.4 Distribution Channels

4.4.5 End-Users

4.4.6 Market Segmentation by Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.2 COVID-19 Scenario

8 MARKET OPPORTUNITIES & TRENDS

- 8.1 Personalization & Customization in Sports Nutrition
- 8.2 Increasing Demand for Clean Label
- 8.3 Increasing Demand for Plant-Based Nutrition

9 MARKET GROWTH ENABLERS

- 9.1 Growing Demand for Sports Nutrition from Young Athletes
- 9.2 Increasing Demand for Fitness & Health Clubs
- 9.3 Rising Awareness of Sports Nutrition & Performance

10 MARKET GROWTH RESTRAINTS

- 10.1 Complex Nature of Sports Nutrition
- 10.2 Concerns Related to Safety of Sports Supplements

11 MARKET LANDSCAPE

- 11.1 Market Overview
- 11.2 Market Size & Forecast
- 11.3 Five Forces Analysis
 - 11.3.1 Threat of New Entrants
 - 11.3.2 Bargaining Power of Suppliers
 - 11.3.3 Bargaining Power of Buyers
 - 11.3.4 Threat of Substitutes
 - 11.3.5 Competitive Rivalry

12 PRODUCT TYPE

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview

13 SPORTS DRINKS

- 13.1 Market Snapshot & Growth Engine
- 13.2 Market Overview
 - 13.2.1 Market Size & Forecast
 - 13.2.2 Market by Geography
- 13.3 Isotonic
 - 13.3.1 Market Overview

13.3.2 Market Size & Forecast

13.3.3 Market by Geography

13.4 Hypertonic

13.4.1 Market Overview

13.4.2 Market Size & Forecast

13.4.3 Market by Geography

13.5 Hypotonic

13.5.1 Market Overview

13.5.2 Market Size & Forecast

13.5.3 Market by Geography

14 SPORTS SUPPLEMENTS

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.2.1 Market Size & Forecast

14.2.2 Market by Geography

14.3 Creatine

14.3.1 Market Overview

14.3.2 Market Size & Forecast

14.3.3 Market by Geography

14.4 Protein Powder

14.4.1 Market Overview

14.4.2 Market Size & Forecast

14.4.3 Market by Geography

14.5 Energy Bars

14.5.1 Market Overview

14.5.2 Market Size & Forecast

14.5.3 Market by Geography

15 SPORTS FOOD

15.1 Market Overview

15.1.1 Market Size & Forecast

15.1.2 Market by Geography

16 RAW MATERIAL

16.1 Market Snapshot & Growth Engine

16.2 Market Overview

16.3 Animal-Derived

16.3.1 Market Overview

16.3.2 Market Size & Forecast

16.3.3 Market by Geography

16.4 Plant-Based

16.4.1 Market Overview

16.4.2 Market Size & Forecast

16.4.3 Market by Geography

16.5 Mixed

16.5.1 Market Overview

16.5.2 Market Size & Forecast

16.5.3 Market by Geography

17 TYPES OF WORKOUTS

17.1 Market Snapshot & Growth Engine

17.2 Market Overview

17.3 Pre-Workout Nutrition

17.3.1 Market Overview

17.3.2 Market Size & Forecast

17.3.3 Market by Geography

17.4 Post-Workout Nutrition

17.4.1 Market Overview

17.4.2 Market Size & Forecast

17.4.3 Market by Geography

17.5 During-The-Workout Nutrition

17.5.1 Market Overview

17.5.2 Market Size & Forecast

17.5.3 Market by Geography

18 DISTRIBUTION CHANNELS

18.1 Market Snapshot & Growth Engine

18.2 Market Overview

18.3 Supermarkets & Hypermarkets

18.3.1 Market Overview

18.3.2 Market Size & Forecast

18.3.3 Market by Geography

- 18.4 Pharmacies & Drugstores
 - 18.4.1 Market Overview
 - 18.4.2 Market Size & Forecast
 - 18.4.3 Market by Geography
- 18.5 Online Channels
 - 18.5.1 Market Overview
 - 18.5.2 Market Size & Forecast
 - 18.5.3 Market by Geography
- 18.6 Specialty Stores
 - 18.6.1 Market Overview
 - 18.6.2 Market Size & Forecast
 - 18.6.3 Market by Geography
- 18.7 Convenience Stores
 - 18.7.1 Market Overview
 - 18.7.2 Market Size & Forecast
 - 18.7.3 Market by Geography
- 18.8 Others
 - 18.8.1 Market Overview
 - 18.8.2 Market Size & Forecast
 - 18.8.3 Market by Geography

19 END-USERS

- 19.1 Market Snapshot & Growth Engine
- 19.2 Market Overview
- 19.3 Athletes
 - 19.3.1 Market Overview
 - 19.3.2 Market Size & Forecast
 - 19.3.3 Market by Geography
- 19.4 Bodybuilders
 - 19.4.1 Market Overview
 - 19.4.2 Market Size & Forecast
 - 19.4.3 Market by Geography
- 19.5 Recreational Users
 - 19.5.1 Market Overview
 - 19.5.2 Market Size & Forecast
 - 19.5.3 Market by Geography
- 19.6 Lifestyle Users
 - 19.6.1 Market Overview

- 19.6.2 Market Size & Forecast
- 19.6.3 Market by Geography

20 GEOGRAPHY

- 20.1 Market Snapshot & Growth Engine
- 20.2 Geographic Overview

21 NORTH AMERICA

- 21.1 Market Overview
- 21.2 Market Size & Forecast
- 21.3 Product Type
 - 21.3.1 Market Size & Forecast
- 21.4 Raw Material
 - 21.4.1 Market Size & Forecast
- 21.5 Types of Workouts
 - 21.5.1 Market Size & Forecast
- 21.6 Distribution Channels
 - 21.6.1 Market Size & Forecast
- 21.7 End-Users
 - 21.7.1 Market Size & Forecast
- 21.8 Key Countries
 - 21.8.1 US: Market Size & Forecast
 - 21.8.2 Canada: Market Size & Forecast

22 EUROPE

- 22.1 Market Overview
- 22.2 Market Size & Forecast
- 22.3 Product Type
 - 22.3.1 Market Size & Forecast
- 22.4 Raw Material
 - 22.4.1 Market Size & Forecast
- 22.5 Types of Workouts
 - 22.5.1 Market Size & Forecast
- 22.6 Distribution Channels
 - 22.6.1 Market Size & Forecast
- 22.7 End-Users

22.7.1 Market Size & Forecast

22.8 Key Countries

22.8.1 UK: Market Size & Forecast

22.8.2 Germany: Market Size & Forecast

22.8.3 France: Market Size & Forecast

22.8.4 Italy: Market Size & Forecast

22.8.5 Spain: Market Size & Forecast

23 APAC

23.1 Market Overview

23.2 Market Size & Forecast

23.3 Product Type

23.3.1 Market Size & Forecast

23.4 Raw Material

23.4.1 Market Size & Forecast

23.5 Types of Workouts

23.5.1 Market Size & Forecast

23.6 Distribution Channels

23.6.1 Market Size & Forecast

23.7 End-Users

23.7.1 Market Size & Forecast

23.8 Key Countries

23.8.1 China: Market Size & Forecast

23.8.2 South Korea: Market Size & Forecast

23.8.3 Japan: Market Size & Forecast

23.8.4 Australia: Market Size & Forecast

23.8.5 India: Market Size & Forecast

24 MIDDLE EAST & AFRICA

24.1 Market Overview

24.2 Market Size & Forecast

24.3 Product Type

24.3.1 Market Size & Forecast

24.4 Raw Material

24.4.1 Market Size & Forecast

24.5 Types of Workouts

24.5.1 Market Size & Forecast

24.6 Distribution Channels

24.6.1 Market Size & Forecast

24.7 End-Users

24.7.1 Market Size & Forecast

24.8 Key Countries

24.8.1 South Africa: Market Size & Forecast

24.8.2 UAE: Market Size & Forecast

25 LATIN AMERICA

25.1 Market Overview

25.2 Market Size & Forecast

25.3 Product Type

25.3.1 Market Size & Forecast

25.4 Raw Material

25.4.1 Market Size & Forecast

25.5 Types of Workouts

25.5.1 Market Size & Forecast

25.6 Distribution Channels

25.6.1 Market Size & Forecast

25.7 End-Users

25.7.1 Market Size & Forecast

25.8 Key Countries

25.8.1 Brazil: Market Size & Forecast

25.8.2 Mexico: Market Size & Forecast

25.8.3 Argentina: Market Size & Forecast

26 COMPETITIVE LANDSCAPE

26.1 Competition Overview

27 KEY COMPANY PROFILES

27.1 GNC Holdings

27.1.1 Business Overview

27.1.2 Product Offerings

27.1.3 Key Strategies

27.1.4 Key Strengths

27.1.5 Key Opportunities

27.2 Powerbar

27.2.1 Business Overview

27.2.2 Product Offerings

27.2.3 Key Strategies

27.2.4 Key Strengths

27.2.5 Key Opportunities

27.3 Glanbia

27.3.1 Business Overview

27.3.2 Product Offerings

27.3.3 Key Strategies

27.3.4 Key Strengths

27.3.5 Key Opportunities

27.4 Glaxosmithkline

27.4.1 Business Overview

27.4.2 Product Offerings

27.4.3 Key Strategies

27.4.4 Key Strengths

27.4.5 Key Opportunities

27.5 Clif Bar & Company

27.5.1 Business Overview

27.5.2 Product Offerings

27.5.3 Key Strategies

27.5.4 Key Strengths

27.5.5 Key Opportunities

28 OTHER PROMINENT VENDORS

28.1 Abbott

28.1.1 Business Overview

28.1.2 Product Offerings

28.2 Herbalife Nutrition

28.2.1 Business Overview

28.2.2 Product Offerings

28.3 Otsuka Pharmaceutical Company

28.3.1 Business Overview

28.3.2 Product Offerings

28.4 The Coca-Cola Company

28.4.1 Business Overview

28.4.2 Product Offerings

- 28.5 Pepsico
 - 28.5.1 Business Overview
 - 28.5.2 Product Offerings
- 28.6 Pacifichealth Laboratories
 - 28.6.1 Business Overview
 - 28.6.2 Product Offerings
- 28.7 Yakult Honsha Company
 - 28.7.1 Business Overview
 - 28.7.2 Product Offerings
- 28.8 Post Holdings
 - 28.8.1 Business Overview
 - 28.8.2 Product Offerings
- 28.9 Pro Action
 - 28.9.1 Business Overview
 - 28.9.2 Product Offerings
- 28.10 Atlantic Grupa D.D
 - 28.10.1 Business Overview
 - 28.10.2 Product Offerings
- 28.11 Olimp Laboratories
 - 28.11.1 Business Overview
 - 28.11.2 Product Offerings
- 28.12 Ultimate Nutrition
 - 28.12.1 Business Overview
 - 28.12.2 Product Offerings
- 28.13 Momentous
 - 28.13.1 Business Overview
 - 28.13.2 Product Offerings
- 28.14 Science in Sport
 - 28.14.1 Business Overview
 - 28.14.2 Product Offerings
- 28.15 Iovate Health Sciences International
 - 28.15.1 Business Overview
 - 28.15.2 Product Offerings
- 28.16 The Bountiful Company
 - 28.16.1 Business Overview
 - 28.16.2 Product Offerings
- 28.17 BA Sports Nutrition
 - 28.17.1 Business Overview
 - 28.17.2 Product Offerings

- 28.18 Universal Nutrition
 - 28.18.1 Business Overview
 - 28.18.2 Product Offerings
- 28.19 Creative Edge Nutrition
 - 28.19.1 Business Overview
 - 28.19.2 Product Offerings
- 28.20 Klean Athlete
 - 28.20.1 Business Overview
 - 28.20.2 Product Offerings

29 REPORT SUMMARY

- 29.1 Key Takeaways
- 29.2 Strategic Recommendations

30 QUANTITATIVE SUMMARY

- 30.1 Market by Geography
- 30.2 North America
 - 30.2.1 Product Type
 - 30.2.2 Raw Material
 - 30.2.3 Types of Workouts
 - 30.2.4 Distribution Channels
 - 30.2.5 End-users
- 30.3 Europe
 - 30.3.1 Product Type
 - 30.3.2 Raw Material
 - 30.3.3 Types of Workouts
 - 30.3.4 Distribution Channels
 - 30.3.5 End-users
- 30.4 APAC
 - 30.4.1 Product Type
 - 30.4.2 Raw Material
 - 30.4.3 Types of Workouts
 - 30.4.4 Distribution Channels
 - 30.4.5 End-users
- 30.5 Middle East & Africa
 - 30.5.1 Product Type
 - 30.5.2 Raw Material

- 30.5.3 Types of Workouts
- 30.5.4 Distribution Channels
- 30.5.5 End-users
- 30.6 Latin America
 - 30.6.1 Product Type
 - 30.6.2 Raw Material
 - 30.6.3 Types of Workouts
 - 30.6.4 Distribution Channels
 - 30.6.5 End-users
- 30.7 Product Type
- 30.8 Raw Materials
- 30.9 Types of Workouts
- 30.10 Distribution Channels
- 30.11 End-Users

31 APPENDIX

- 31.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Sports Nutrition Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Basic Plan Nutrition & Performance for Athletes
- Exhibit 4 Global Sports Nutrition Market Overview 2020-2026
- Exhibit 5 Impact of Personalization & Customization in Sports Nutrition
- Exhibit 6 Impact of Increasing Demand for Clean Label
- Exhibit 7 Impact of Increasing Demand for Plant-based Nutrition
- Exhibit 8 Impact of Growing Demand for Sports Nutrition from Young Athletes
- Exhibit 9 Impact of Increasing Demand for Fitness & Health Clubs
- Exhibit 10 Impact of Rising Awareness of Sports Nutrition & Performance
- Exhibit 11 Impact of Complex Nature of Sports Nutrition
- Exhibit 12 Impact of Concerns Related to Safety of Sports Supplements
- Exhibit 13 Global Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 14 Incremental Growth Analysis by Geography 2026 (\$ billion)
- Exhibit 15 Five Forces Analysis 2020
- Exhibit 16 Incremental Growth by Product Type 2020 & 2026
- Exhibit 17 Overview of Sports Nutrition Market by Product Type
- Exhibit 18 Incremental Growth by Sports Drinks Type 2020 & 2026
- Exhibit 19 Global Sports Drinks Market 2020–2026 (\$ billion)
- Exhibit 20 Types of Sports Drinks
- Exhibit 21 Global Isotonic Market 2020–2026 (\$ billion)
- Exhibit 22 Global Hypertonic Market 2020–2026 (\$ billion)
- Exhibit 23 Global Hypotonic Market 2020–2026 (\$ billion)
- Exhibit 24 Incremental Growth by Sports Supplements Type 2020 & 2026
- Exhibit 25 Global Sports Supplements Market 2020–2026 (\$ billion)
- Exhibit 26 Global Creatine Market 2020–2026 (\$ billion)
- Exhibit 27 Global Protein Powder Market 2020–2026 (\$ billion)
- Exhibit 28 Global Energy Bars Market 2020–2026 (\$ billion)
- Exhibit 29 Global Sports Food Market 2020–2026 (\$ billion)
- Exhibit 30 Incremental Growth by Raw Material 2020 & 2026
- Exhibit 31 Overview of Sports Nutrition Market by Raw Material
- Exhibit 32 Global Animal-derived Raw Material Market 2020–2026 (\$ billion)
- Exhibit 33 Global Plant-based Raw Material Market 2020–2026 (\$ billion)
- Exhibit 34 Plant-based Raw Materials Providing Essential Nutrients
- Exhibit 35 Global Mixed Raw Material Market 2020–2026 (\$ billion)

- Exhibit 36 Incremental Growth by Types of Workouts 2020 & 2026
- Exhibit 37 Overview of Sports Nutrition Market by Types of Workouts
- Exhibit 38 Global Pre-workout Nutrition Market 2020–2026 (\$ billion)
- Exhibit 39 Global Post-workout Nutrition Market 2020–2026 (\$ billion)
- Exhibit 40 Global During-the-Workout Market 2020–2026 (\$ billion)
- Exhibit 41 Incremental Growth by Distribution Channels 2020 & 2026
- Exhibit 42 Sports Nutrition Market by Distribution Channels
- Exhibit 43 Global Supermarkets & Hypermarkets Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 44 Global Pharmacies & Drugstores Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 45 Global Online Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 46 Global Specialty Stores Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 47 Global Convenience Store Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 48 Global Other Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 49 Incremental Growth by End-Users 2020 & 2026
- Exhibit 50 Overview of Sports Nutrition Market by End-users
- Exhibit 51 Global Athletes Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 52 Global Bodybuilders Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 53 Global Recreational Users Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 54 Global Lifestyle Users Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 55 Incremental Growth by Geography 2020 & 2026
- Exhibit 56 Global Sports Nutrition Market by Geography 2020
- Exhibit 57 Incremental Growth Analysis by Geography 2026 (\$ billion)
- Exhibit 58 Sports Nutrition Market in North America 2020–2026 (\$ billion)
- Exhibit 59 North America Sports Nutrition Market by Product Type 2020 (%)
- Exhibit 60 Incremental Growth in North America 2020 & 2026
- Exhibit 61 Sports Nutrition Market in US 2020–2026 (\$ billion)
- Exhibit 62 Sports Nutrition Market in Canada 2020–2026 (\$ billion)
- Exhibit 63 Europe Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 64 Europe Sports Nutrition Market by Raw Materials 2020 (%)
- Exhibit 65 Incremental Growth in Europe 2020 & 2026
- Exhibit 66 Sports Nutrition Market in UK 2020–2026 (\$ billion)
- Exhibit 67 Sports Nutrition Market in Germany 2020–2026 (\$ billion)
- Exhibit 68 Sports Nutrition Market in France 2020–2026 (\$ billion)
- Exhibit 69 Sports Nutrition Market in Italy 2020–2026 (\$ billion)
- Exhibit 70 Sports Nutrition Market in Spain 2020–2026 (\$ billion)
- Exhibit 71 APAC Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 72 APAC Sports Nutrition Market by Types of Workouts 2020 (%)

- Exhibit 73 Incremental Growth in APAC 2020 & 2026
- Exhibit 74 Sports Nutrition Market in China 2020–2026 (\$ billion)
- Exhibit 75 Sports Nutrition Market in South Korea 2020–2026 (\$ billion)
- Exhibit 76 Sports Nutrition Market in Japan 2020–2026 (\$ billion)
- Exhibit 77 Sports Nutrition Market in Australia 2020–2026 (\$ billion)
- Exhibit 78 Sports Nutrition Market in India 2020–2026 (\$ billion)
- Exhibit 79 Middle East & Africa Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 80 Middle East & Africa Sports Nutrition Market by End-users 2020 (%)
- Exhibit 81 Incremental Growth in Middle East & Africa 2020 & 2026
- Exhibit 82 Sports Nutrition Market in South Africa 2020–2026 (\$ billion)
- Exhibit 83 Sports Nutrition Market in UAE 2020–2026 (\$ billion)
- Exhibit 84 Latin America Sports Nutrition Market 2020–2026 (\$ billion)
- Exhibit 85 Latin America Sports Nutrition Market by Distribution Channels 2020 (%)
- Exhibit 86 Incremental Growth in Latin America 2020 & 2026
- Exhibit 87 Sports Nutrition Market in Brazil 2020–2026 (\$ billion)
- Exhibit 88 Sports Nutrition Market in Mexico 2020–2026 (\$ billion)
- Exhibit 89 Sports Nutrition Market in Argentina 2020–2026 (\$ billion)

List Of Tables

LIST OF TABLES

Table 1 Key Caveats

Table 2 Currency Conversion 2013?2020

Table 3 Global Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 4 Global Sports Drink Market by Geography 2020–2026 (\$ billion)

Table 5 Global Isotonic Market by Geography 2020–2026 (\$ billion)

Table 6 Global Hypertonic Market by Geography 2020–2026 (\$ billion)

Table 7 Global Hypotonic Market by Geography 2020–2026 (\$ billion)

Table 8 Global Sports Supplements Market by Geography 2020–2026 (\$ billion)

Table 9 Global Creatine Market by Geography 2020–2026 (\$ billion)

Table 10 Global Protein Powder Market by Geography 2020–2026 (\$ billion)

Table 11 Global Energy Bars Market by Geography 2020–2026 (\$ billion)

Table 12 Global Sports Food Market by Geography 2020–2026 (\$ billion)

Table 13 Sports Nutrition Market by Raw Materials 2020–2026 (\$ billion)

Table 14 Global Animal-derived Market by Geography 2020–2026 (\$ billion)

Table 15 Global Plant-based Market by Geography 2020–2026 (\$ billion)

Table 16 Global Mixed Market by Geography 2020–2026 (\$ billion)

Table 17 Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 18 Global Pre-workout Nutrition Market by Geography 2020–2026 (\$ billion)

Table 19 Global Post-workout Nutrition Market by Geography 2020–2026 (\$ billion)

Table 20 Global During-the-workout Nutrition Market by Geography 2020–2026 (\$ billion)

Table 21 Global Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 22 Global Supermarkets & Hypermarkets Sports Nutrition Market by Geography 2020–2026 (\$ billion)

Table 23 Global Pharmacies & Drugstores Sports Nutrition Market by Geography 2020–2026 (\$ billion)

Table 24 Global Online Sports Nutrition Market by Geography 2020–2026 (\$ billion)

Table 25 Global Specialty Stores Sports Nutrition Market by Geography 2020–2026 (\$ million)

Table 26 Global Convenience Store Sports Nutrition Market by Geography 2020–2026 (\$ million)

Table 27 Global Others Market by Geography 2020?2026 (\$ million)

Table 28 Sports Nutrition Market by End-users 2020–2026 (\$ billion)

Table 29 Global Athletes Market by Geography 2020–2026 (\$ billion)

Table 30 Global Bodybuilders Sports Nutrition Market by Geography 2020?2026 (\$

billion)

Table 31 Global Recreational Users Market by Geography 2020–2026 (\$ billion)

Table 32 Global Lifestyle Users Sports Nutrition Market by Geography 2020–2026 (\$ billion)

Table 33 Sports Nutrition Market by Geography 2020–2026 (\$ billion)

Table 34 North America Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 35 North America Sports Nutrition Market by Raw Materials 2020–2026 (\$ billion)

Table 36 North America Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 37 North America Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 38 North America Sports Nutrition Market by End-users 2020–2026 (\$ billion)

Table 39 Europe Sports Nutrition Market by Product Type 2020–2026(\$ billion)

Table 40 Europe Sports Nutrition Market by Raw Materials 2020–2026 (\$ billion)

Table 41 Europe Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 42 Europe Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 43 Europe Sports Nutrition Market End-Users 2020–2026 (\$ billion)

Table 44 APAC Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 45 APAC Sports Nutrition Market by Raw Materials 2020–2026 (\$ billion)

Table 46 APAC Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 47 APAC Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 48 APAC Sports Nutrition Market by End-users in APAC 2020–2026 (\$ billion)

Table 49 MEA Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 50 MEA Sports Nutrition Market by Raw Materials 2020–2026 (\$ billion)

Table 51 MEA Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 52 MEA Sports Nutrition Market by Distribution Channels 2020–2026 (\$ million)

Table 53 MEA Sports Nutrition Market by End-users 2020–2026 (\$ billion)

Table 54 Latin America Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 55 Latin America Sports Nutrition Market by Raw Materials 2020–2026 (\$ million)

Table 56 Latin America Sports Nutrition Market by Types of Workouts 2020–2026 (\$ million)

Table 57 Latin America Sports Nutrition Market by Distribution Channels 2020–2026 (\$ million)

Table 58 Latin America Sports Nutrition Market by End-users 2020–2026 (\$ million)

Table 59 GNC Holdings: Major Product Offerings

Table 60 PowerBar: Major Product Offerings

Table 61 Glanbia: Major Product Offerings

Table 62 GlaxoSmithKline: Major Product Offerings

Table 63 Clif Bar & Company: Major Product Offerings

- Table 64 Abbott: Major Product Offerings
- Table 65 Herbalife Nutrition: Major Product Offerings
- Table 66 Otsuka Pharmaceutical Company: Major Product Offerings
- Table 67 The Coca-Cola Company: Major Product Offerings
- Table 68 PepsiCo: Major Product Offerings
- Table 69 PacificHealth Laboratories: Major Product Offerings
- Table 70 Yakult Honsha Company: Major Product Offerings
- Table 71 Post Holdings: Major Product Offerings
- Table 72 Pro Action: Major Product Offerings
- Table 73 Atlantic Grupa d.d: Major Product Offerings
- Table 74 Olimp Laboratories: Major Product Offerings
- Table 75 Ultimate Nutrition: Major Product Offerings
- Table 76 Momentous: Major Product Offerings
- Table 77 Science in Sport: Major Product Offerings
- Table 78 Iovate Health Sciences International: Major Product Offerings
- Table 79 The Bountiful Company: Major Product Offerings
- Table 80 BA Sports Nutrition: Major Product Offerings
- Table 81 Universal Nutrition: Major Product Offerings
- Table 82 Creative Edge Nutrition: Major Product Offerings
- Table 83 Klean Athlete: Major Product Offerings
- Table 84 Global Sports Nutrition Market by Geography 2020–2026 (\$ billion)
- Table 85 North America Sports Nutrition Market by Product Type 2020–2026 (\$ billion)
- Table 86 North America Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)
- Table 87 North America Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)
- Table 88 North America Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)
- Table 89 North America Sports Nutrition Market by End-users 2020–2026 (\$ billion)
- Table 90 Europe Sports Nutrition Market by Product Type 2020–2026 (\$ billion)
- Table 91 Europe Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)
- Table 92 Europe Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)
- Table 93 Europe Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)
- Table 94 Europe Sports Nutrition Market by End-users 2020–2026 (\$ billion)
- Table 95 APAC Sports Nutrition Market by Product Type 2020–2026 (\$ billion)
- Table 96 APAC Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)
- Table 97 APAC Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)
- Table 98 APAC Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)
- Table 99 APAC Sports Nutrition Market by End-users 2020–2026 (\$ billion)
- Table 100 Middle East & Africa Sports Nutrition Market by Product Type 2020–2026 (\$

billion)

Table 101 Middle East & Africa Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)

Table 102 Middle East & Africa Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 103 Middle East & Africa Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 104 Middle East & Africa Sports Nutrition Market by End-users 2020–2026 (\$ billion)

Table 105 Latin America Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 106 Latin America Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)

Table 107 Latin America Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 108 Latin America Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 109 Latin America Sports Nutrition Market by End-users 2020–2026 (\$ billion)

Table 110 Global Sports Nutrition Market by Product Type 2020–2026 (\$ billion)

Table 111 Sports Nutrition Market by Raw Material 2020–2026 (\$ billion)

Table 112 Sports Nutrition Market by Types of Workouts 2020–2026 (\$ billion)

Table 113 Global Sports Nutrition Market by Distribution Channels 2020–2026 (\$ billion)

Table 114 Sports Nutrition Market by End-users 2020–2026 (\$ billion)

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