

Global B2B Sports Nutrition Market Size study, by Application (Endurance Strength Training, Muscle Growth, Recovery, Energy, Weight Management, Immunity Enhancement and Cognitive Repairment), by Distribution Channel (Gyms, Fitness Studio and Sports Academies), and Regional Forecasts 2021-2027

<https://marketpublishers.com/r/GC8D23B808A5EN.html>

Date: June 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: GC8D23B808A5EN

Abstracts

Global B2B Sports Nutrition Market is valued approximately at USD xx billion in 2020 and is anticipated to grow with a healthy growth rate of more than 9.8% over the forecast period 2021-2027. Sports nutrition products such as sports drink, supplements, ready-to-drink protein drinks and others are developed for and consumed by athletes and bodybuilders to improve their overall health, muscle growth and performance. Sports drinks were conventionally used by athletes to replenish the water level in the body. Easy availability of Business-To-Business (B2B) sports nutrition products at offline and online channels, increasing number of gyms and fitness centers globally, rising investment by market players and growing inclination of young population towards making career in sports are driving the market growth positively. For instance, according to Statista, the number of health and fitness clubs worldwide numbered at 186850 in 2015 reached 205180 in 2019. Also, in March 2020, Herbalife Nutrition partnered with Inspire Institute of Sports (IIS) to supply athletes with B2B sports nutrition products. Furthermore, rise in disposable income due to increase in working class population is expected to fuel the growth in coming years. However, availability of cheap counterfeit products may hamper the growth during forecast period.

Regions considered for the regional analysis of B2B sports nutrition market are Asia Pacific, North America, Europe, Latin America, and Rest of the World. Among these North America is the significant region across the world in terms of market share due to

increasing government initiatives promoting sport activities growing the demand for sports nutrition products. Whereas Europe is expected to exhibit the highest growth rate over the forecast period 2021-2027, due to rising awareness regarding the healthy life style in the region.

Major market player included in this report are:

Glanbia Plc.
PepsiCo Inc
General Nutrition Centers, Inc.
The Bountiful Company
Clif Bar & Company
Science in Sport
The Hut Group
Cardiff B2B Sports Nutrition Limited
Iovate Health Sciences
Post Holdings, Inc.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Application:

Endurance
Strength Training
Muscle Growth
Recovery
Energy
Weight Management
Immunity Enhancement
Cognitive Repairment

By Distribution Channel:

Gyms
Fitness Studio

Sports Academies

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global B2B Sports Nutrition Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers
Investment bankers
Investors

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