

Global Sports Nutrition Market Size study, by Product Type (Sports Drink, Sports Supplements and Sports Food), by Distribution Channel (E-commerce and Brick and Mortar) and Regional Forecasts 2021-2027

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Abstracts

Global Sports Nutrition Market is valued approximately USD 10.5 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 10.25% over the forecast period 2021-2027. Sport nutrition refers to food, beverages and other guidance related to an athlete's diet often provided by their trainers, coaches, doctors, and dietitians. The changing lifestyle due to the desire of consumers to follow a healthy lifestyle and exercise is contributing to the rise of sports nutrition market. The rise of gym and fitness centers, the awareness for benefits of fitness for preventing chronic diseases, coupled with rising adoption of protein and energy bars as healthy complements to food as snacks are driving the Sports Nutrition market. One very prevalent disease, diabetes, can affect several parts of the body and is linked with serious complications, such as heart disease, stroke, blindness, kidney failure, and lower-limb amputation, among other serious conditions. According to the USA CDC's (Centers for Disease Control) National Diabetes Statistics Report for 2020, 34.2 million people, or 10.5% of the U.S. population, have diabetes. Approximately 26.8 million people, 10.2% of the population, had diagnosed diabetes. Around 7.3 million people had undiagnosed diabetes in 2018. The rise in adoption of sports activities to curb such diseases will contribute to the growth of sports nutrition market. The perception of sports nutrition as 'healthy snack' used by gym goers and sports person only may act as a restraint for its growth. However, the innovations in the ingredients as well as marketing of sports nutrition acts as an opportunity for Sports Nutrition Market in subsequent decade. COVID-19 pandemic has also raised awareness for proteins and vitamins in daily diet, which will help in the growth of market too in 2021-2027.

Key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World are analysed to provide a holistic picture of Sports Nutrition Market. Due to more awareness for healthy lifestyle as well as higher per capita income, North America has emerged as a significant region across the world in terms of market share. Whereas, Asia-Pacific is expected to exhibit highest growth rate for the forecast period 2021-2027 owing to the urbanization and proliferation of fitness centers. Rising disposable income and growing awareness for healthy food will also boost growth in this region.

Major market player included in this report are:

PEPSICO

ABBOTT

CLIF BAR & COMPANY

SCIENCE IN SPORT

THE HUT.COM LTD.

CARDIFF SPORTS NUTRITION LIMITED

IOVATE HEALTH SCIENCES INTERNATIONAL, INC.

THE COCA-COLA COMPANY

GLANBIA PLC

MUSCLEPHARM

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 Product Type:

Sports Drinks

Sports supplements

Sports Foods

By Distribution Channel:

E-commerce

Brick and mortar

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 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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