

# **Global Sports Nutrition Market Size study & Forecast, by Type (Energy bars, Protein powder, ISO drink powder, Sports supplements, RTD protein drinks, Sports drinks, Others), by End user (Athletes, Bodybuilders, Lifestyle Users), by Sales Channel (Hypermarket/Supermarket, Specialty Stores, Fitness Centers, Online Channels) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Sports Nutrition Market is valued at approximately USD 40.96 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.7% during the forecast period 2023-2030. Sports Nutrition is a specialized field of nutrition that focuses on the dietary and nutritional needs of individuals engaged in sports and physical activities. The primary goal of sports nutrition is to optimize athletic performance, support exercise recovery, and promote overall health and well-being for athletes and active individuals. The Sports Nutrition Market is expanding because of factors such as increasing spending on health and wellness and growing demand for dietary supplements. As a result, the demand for Sports Nutrition has progressively increased in the international market during the forecast period 2023-2030.

Spending on health and wellness often leads to increased awareness of the importance of nutrition in overall well-being, including sports performance. Individuals become more aware of the role of proper nutrition in achieving fitness goals, enhancing athletic performance, and supporting recovery. According to Statista, in 2020, the global wellness market was estimated at approx. USD 4.37 trillion and expected to reach up to USD 7 trillion by the year 2025. Another important factor that drives the Sports Nutrition

Market is the increasing demand for dietary supplements. Athletes and fitness enthusiasts often use dietary supplements to enhance performance, support recovery, and achieve their fitness goals. Individuals seek personalized solutions based on their specific fitness goals, dietary preferences, and nutritional needs, leading to a more diverse and personalized Sports Nutrition Market. In addition, as per Statista, the global market for dietary supplements is expected to generate up to USD 308 billion by the year 2028. Moreover, rising health consciousness among consumers and growing demand for eco-friendly nutrition are anticipated to create lucrative growth opportunities for the market over the forecast period. However, lack of awareness and high cost associated with Sports Nutrition is going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sports Nutrition Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to increasing awareness of health and fitness and the growing adoption of advanced nutrition in the region. The region's dominant performance is anticipated to propel the overall demand for Sports Nutrition. Furthermore, Asia Pacific is expected to grow fastest over the forecast period, owing to factors such as increasing adoption of soy protein-based beverages in the region. Soy protein is a plant-based protein, making it suitable for individuals following vegetarian or vegan diets. The increased adoption of soy protein-based beverages provides plant-based alternatives for athletes and fitness enthusiasts looking to meet their protein needs without relying on animal-based sources.

Major market player included in this report are:

Abbott Laboratories

PepsiCo, Inc

Reckitt Benckiser Group plc

Yakult Honsha Co., Ltd

Glanbia PLC

The Coca-Cola Company

GNC Holdings, LLC

Post Holdings, Inc

Otsuka Holdings Co., Ltd

Mondelez International Inc

#### Recent Developments in the Market:

In October 2023, KBF Enterprises, a UK-based sports nutrition company, has invested over USD 2.54 million in the expansion of its Trafford Park facility in Manchester. This substantial investment includes a USD 2.23 million state-of-the-art factory and the acquisition of an additional 10,000-square-foot warehouse, positioning the company for both domestic and international growth. With this expansion, KBF aims to increase its production output by an impressive 400%. Situated within a 55,000-square-foot facility, the new factory is poised to significantly enhance production capacity. It is designed to manufacture more than 48 million protein bars, 4 million tubs of creatine, pre-workout, and protein powder. Additionally, the facility efficiently manages over 3,000 daily orders, reinforcing KBF's commitment to meeting the rising demand for its products, particularly those under its well-known UK protein bars brand, Warrior. This strategic investment underscores KBF's dedication to scaling its operations and maintaining a competitive edge in the sports nutrition market.

#### Global Sports Nutrition Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Type, End user, Sales Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle

## East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Type

Energy bars

Protein powder

ISO drink powder

Sports supplements

RTD protein drinks

Sports drinks

Others

### By End user

Athletes

Bodybuilders

Lifestyle Users

By Sales Channel

Hypermarket/Supermarket

Specialty Stores

Fitness Centers

Online Channels

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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