

Cytosport Inc in Consumer Health (USA)

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Abstracts

Cytosport Inc manufactures a growing line of sports nutrition supplements. The explosive growth of its Muscle Milk protein RTD has recently launched the company into the industry spotlight. Cytosport used the revenue and publicity to grow its product portfolio, including more advanced formulations for the more hardcore workout demographic. The company is also investing heavily in expanding distribution.

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Contents

CYTOSPORT INC IN CONSUMER HEALTH (USA)

Euromonitor International

April 2013

LIST OF CONTENTS AND Tables

Strategic Direction

Key Facts

Summary 1 Cytosport Inc: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Cytosport Inc: Competitive Position 2012

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