

Sports Nutrition in Eastern Europe

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Abstracts

Buoyed by healthier lifestyles, rising awareness and higher disposable incomes in most of the region, sports nutrition raced ahead over the period 2014 – 2019. Disappointing performance of region's largest country Russia was more than made up for by other countries, most noticeably Poland. Despite totalling retail value sales of almost USD 0.5 billion in 2019, sports nutrition is years away from maturation and remains up for grabs with myriads of brands vying for limited consumer spend.

Euromonitor International's Sports Nutrition in Eastern Europe global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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