

Sports Nutrition Trends and Development

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Date: February 2013

Pages: 78

Price: US\$ 2,000.00 (Single User License)

ID: S06D028E0BFEN

Abstracts

Driven by a global obesity crisis and the rise of more broadly health and fitness oriented consumers, sports nutrition has become the fastest growing category in consumer health. Substantial growth rates have led to more attention from consumer health producers and retailers alike, which has, in turn, greatly expanded access for average consumers. This briefing provides a global overview of the sports nutrition category and explores the most important trends shaping its outlook.

Euromonitor International's Sports Nutrition Trends and Development 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.

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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