

# Sports Nutrition - The Evolution of Fitness and Consumers

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## Abstracts

Sports nutrition has remained a niche category in consumer health for decades. Current public health programmes to fight obesity and a wider consumer base are changing our understanding of sports nutrition towards a brighter and profitable future.

Euromonitor International's Sports Nutrition – The Evolution of Fitness and Consumers 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:** Adult Mouth Care, Allergy Care, Analgesics, Calming and Sleeping, Child-Specific Consumer Health, Cough, Cold and Allergy (Hay Fever) Remedies, Digestive Remedies, Ear Care, Emergency Contraception, Eye Care, Herbal/Traditional Products, Medicated Skin Care, NRT Smoking Cessation Aids, OTC Obesity, OTC Statins, OTC Triptans, Slimming Products, Sports Nutrition, Vitamins and Dietary Supplements, Wound Treatments.

**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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

June 2010

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