

Trends and Developments in Sports Nutrition

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Abstracts

Strongly outpacing other major consumer health categories, sports nutrition broke the US\$10 billion retail value sales mark in 2014. As it continues to clean up its once rogue image, interest is growing among companies from across the consumer packaged goods landscape. The inflow of resources is expected to help the category push beyond its current infrastructure barriers and capture more mass consumer attention, establishing sports nutrition as a true consumer health growth engine.

Euromonitor International's Trends and Developments in Sports Nutrition 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 OTC Healthcare, 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.

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