

Global Sports Nutrition Market 2024

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Abstracts

Sports nutrition products are designed to meet the dietary and nutritional needs of individuals engaging in athletic activities, aiming to enhance their performance. These products are meticulously formulated to manage both the type and quantity of food and fluids consumed by athletes, ensuring an optimal intake of essential nutrients such as vitamins, minerals, supplements, and organic substances, including proteins, fats, and carbohydrates. Sports nutrition plays a pivotal role in the training regimes of athletes, particularly in disciplines that demand strength, such as bodybuilding and weightlifting, as well as endurance sports like running, cycling, swimming, and rowing.

The market for sports drinks is projected to grow from USD 8.2 billion in 2023 to USD 14.8 billion by 2029, achieving a Compound Annual Growth Rate (CAGR) of 8.9% during the forecast period. This segment is anticipated to maintain its dominance throughout this period. However, the segments for sports supplements and sports food are also expected to experience significant growth, driven by increasing consumer awareness.

In terms of raw material sources, the animal-based sports nutrition segment is valued at USD 13.5 billion in 2023, with projections indicating an increase to USD 24.8 billion by 2029, reflecting a CAGR of 9.1%. Animal-derived ingredients, which include meat, eggs, fish, poultry, milk, and cheese, represent the largest share of the market. These sources are considered complete proteins, containing all essential amino acids necessary for the body's effective functioning. While animal-derived materials are expected to continue their market dominance, there is an emerging trend towards plant-based and mixed raw materials, spurred by growing consumer demand for natural, organic, and vegan diets.

The global sports nutrition market has reached a high level of maturity in regions such as North America, Europe, and the Asia-Pacific, attributed to increased awareness of sports nutrition products, rapid urbanization, and rising disposable incomes in

developing nations. Conversely, Latin America and the Middle East present significant growth opportunities. The North American sports nutrition market is estimated to grow from USD 9.5 billion in 2023 to USD 18.1 billion by 2029, registering a CAGR of 9.6%. This growth is primarily driven by urbanization, which has led to lifestyle changes and an uptick in the consumption of ready-made and fast food items. Additionally, the market benefits from an increasing number of recreational and lifestyle users. Enhanced consumer awareness regarding the advantages of protein-based sports nutrition products and active lifestyles has further propelled the expansion of the sports nutrition market in this region.

This comprehensive industry report provides market estimates and forecasts, accompanied by a detailed examination of the product type, raw material, workout type, distribution channel, end-user, and region aspects. It delivers a quantitative analysis of the market, empowering stakeholders to leverage existing market opportunities. Furthermore, the report identifies key segments for potential opportunities and strategies, drawing insights from market trends and the approaches of leading competitors.

The global baby bottle market has been extensively analyzed by categorizing it according to various sub-segments in order to provide accurate forecasts of industry size and assess trends within specific areas.

The global market for sports nutrition can be segmented by product type: sports food, sports drinks, sports supplements. Sports drinks was the highest contributor to the global sports nutrition market, with 45.1% share in 2023. Going forward, the sports food segment is projected to witness the highest CAGR during the forecast period.

Sports nutrition market is further segmented by raw material: plant-based, animal-based, mixed. Animal-based was the highest contributor to the global sports nutrition market, with 74.5% share in 2023. Going forward, the mixed segment is projected to witness the highest CAGR during the forecast period.

Based on workout type, the sports nutrition market is segmented into: pre-workout nutrition, post-workout nutrition, during-the-workout nutrition.

On the basis of distribution channel, the sports nutrition market also can be divided into: supermarkets & hypermarkets, pharmacies, specialty stores, convenience stores, online, others. Supermarkets & hypermarkets was the highest contributor to the global sports nutrition market. Going forward, the online segment is projected to witness the

highest CAGR during the forecast period.

Sports nutrition market by end-user is categorized into: athletes, bodybuilders, recreational users, lifestyle users.

The sports nutrition market by region can be segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

The global sports nutrition market report offers detailed information on several market vendors, including GNC Holdings, LLC, PowerBar, Inc., Glanbia plc, GSK plc, Clif Bar & Company, Herbalife Nutrition Ltd., The Coca-Cola Company, Otsuka Pharmaceutical Co., Ltd., PepsiCo, Inc., Abbott Laboratories, PacificHealth Laboratories Inc, Yakult Honsha Company, Limited, Post Holdings, Inc., Atlantic Grupa d.d., Science in Sport plc, The Bountiful Company, Creative Edge Nutrition, Inc., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

Why Choose This Report

Gain a reliable outlook of the global sports nutrition market forecasts from 2024 to 2030 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

Market Segments Covered in Global Sports Nutrition Industry Analysis:

i.) Product type

Sports food

Sports drinks

Sports supplements

ii.) Raw material

Plant-based

Animal-based

Mixed

iii.) Workout type

Pre-workout nutrition

Post-workout nutrition

During-the-workout nutrition

iv.) Distribution channel

Supermarkets & hypermarkets

Pharmacies

Specialty stores

Convenience stores

Online

Others

v.) End-user

Athletes

Bodybuilders

Recreational users

Lifestyle users

vi.) Region

North America

Europe

Asia-Pacific

MEA (Middle East and Africa)

Latin America

viii.) Sports drinks

Isotonic

Hypertonic

Hypotonic

ix.) Sports supplements

Protein powder

Energy bar

Creatine

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