

# **Brazil Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type, By Application, By Formulation, By Consumer Group (Age Group & Activity), By Distribution Channel, By End Use, And Segment Forecasts, 2022 - 2030**

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## **Abstracts**

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### **Brazil Sports Nutrition Market Growth & Trends**

The Brazil sports nutrition market size is expected to reach USD 1.56 billion by 2030, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 5.8% from 2022 to 2030. The expanding consumer base for sports nutrition products from athletes and bodybuilders to active lifestyle users is a major parameter driving the market in Brazil. Consumers are increasingly adopting a healthy lifestyle to enhance their quality of life.

Additionally, the COVID-19 pandemic has increased awareness regarding health and wellness. This, in turn, has increased the adoption of various supplements including sports nutrition products. Moreover, rapidly growing instances of obesity are increasing the adoption of a healthy lifestyle. According to a report COVID-19 and Obesity: The 2021 Atlas, the prevalence of obesity in men is estimated to reach 25.2% by 2025 in Brazil. Obesity results in various health complications such as diabetes and hypertension.

Growing awareness regarding obesity and its complications and various initiatives undertaken by public and private authorities to combat obesity are estimated to increase participation in sports and fitness activities. For instance, the National Food and

Nutrition Security Plan (Plansan) was introduced in Brazil from 2016 to 2019 to control the growth of obesity in Brazil. Gym-goers and fitness enthusiasts consume sports nutrition products for various benefits such as delaying fatigue, improving strength, and reducing the risk of heat cramps. This, in turn, is estimated to fuel the market growth potential.

Manufacturers operating in the Brazil sports nutrition space are offering innovative products to their consumers to increase product adoption and penetration. For instance, Probi?tica Laboratories Ltda offers Carb Up Gum in lemon and cherry flavor. The company also offers Carb Up Wafel, a carbohydrate-containing waffle in Brazil. Such innovative products are increasing the adoption of sports nutrition products, especially among active lifestyle users. Companies are investing significantly in providing innovative products with new flavors to gain a wider audience for their products.

Additionally, an increasing number of manufacturers are launching plant-based products to cater to the growing consumer demand. Plant-based proteins such as soy protein, rice protein, and pea protein are rapidly gaining traction in the market. Various sports nutrition products with applications such as immunity enhancement, cognitive enhancement, endurance improvement, and muscle growth are easily available in the market through a wide distribution network. Thus, various initiatives by key stakeholders are estimated to drive the market during the forecast period.

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### Brazil Sports Nutrition Market Report Highlights

Sports supplements emerged as the leading product type segment in 2021 with a revenue share of over 40.0%. The growth can be attributed to the increasing popularity of plant-based protein supplements such as soy protein, rice protein, and pea protein supplements

The post-workout application segment accounted for the largest revenue share in 2021 owing to the high consumption of post-workout supplements by athletes and gym-goers

In terms of formulation, powder accounted for the largest revenue share in 2021. The gummies segment is projected to expand at the fastest CAGR during the forecast period.

The adult consumer group segment accounted for the largest revenue share in 2021 and it is expected to be the fastest-growing segment during the forecast period

Based on distribution channel, brick and mortar accounted for the largest revenue share in 2021. The e-commerce segment is projected to expand at a significant CAGR during the forecast period

By end-use, the recovery segment accounted for the largest revenue share of over 20.0% in 2021. The endurance segment is projected to expand at the fastest CAGR during the forecast period

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