

# **North America Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type (Sports Supplements, Sports Drinks), By Application, By Formulation, By Consumer Group, By Distribution Channel, By Country, And Segment Forecasts, 2021 - 2028**

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## **Abstracts**

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### **North America Sports Nutrition Market Growth & Trends**

The North America sports nutrition market size is expected to reach USD 34.5 billion by 2028, according to a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 8.4% from 2021 to 2028. Many fitness enthusiasts and active lifestyle users are increasingly adopting sports nutrition products for maintaining health -and wellness thereby driving the North American sports nutrition market. Although sales of sports nutrition products declined drastically in 2020 owing to the COVID-19 pandemic, the sales are estimated to bounce back in 2021. It is attributed to growing consumer awareness on health and wellbeing and the benefits of sports nutrition consumption. Moreover, sports nutrition products for various applications such as endurance, strength training, muscle growth, recovery, energy, weight management, immunity enhancement, and cognitive repair are available in North America. It, in turn, is driving the market growth.

Higher consumption of nutritional supplements and increasing sports participation is supporting market growth in the region. For instance, according to the Council for Responsible Nutrition, 39% of the population between 18 to 34 years of age consumed

protein. According to a survey published by Statistics Canada in 2015, nutritional supplements consumption was 47.3% of the total population aged 19 and above in Canada. Moreover, the percent of the total population by age involved in physical activity of 150 minutes per week in Canada was 59.9% for the age group of 18 to 34 years in 2020. According to the U.S. National Health Interview Survey, 64.8% of adults aged between 18 and 24 met the federal guidelines for leisure-time aerobic activity in 2018. Growing awareness of fitness and active participation in various fitness activities is estimated to drive the market growth during the forecast period.

Players operating in the sports nutrition market are adopting introducing various products to cater to consumer demand. For instance, in February 2021, Clif Bar & Company expanded the Luna bars product portfolio by launching snack bars with prebiotics to support digestive health. It serves as a meal replacement or a healthy snacking alternative. In December 2020, Abbott announced the launch of a new Pedialyte formulation to support immune health through key nutrient components. This formulation includes electrolytes, glucose, vitamins B12, C, & E, and zinc. In September 2020, Maxim launched Maxim Protein & Recovery Shake, a protein-rich RTD available in three different flavors to serve post-workout nutritional needs.

### North America Sports Nutrition Market Report Highlights

Sports supplements emerged as the leading service segment in 2020 with a revenue share of 61.7% in the market for sports nutrition in North America

Based on application, the post-workout segment accounted for the largest revenue share in 2020

Based on formulation, the powder segment accounted for the largest revenue share in 2020, whereas the gummies segment is projected to expand at the fastest CAGR during the forecast period

Based on consumer group, the adults segment accounted for the largest revenue share in 2020. The segment is also anticipated to expand at the fastest CAGR during the forecast period

Based on distribution channel, the brick and mortar segment accounted for the largest revenue share in 2020, whereas e-commerce is projected to expand at the fastest CAGR during the forecast period

Based on countries, the U.S. accounted for the largest revenue share of 86.4 in 2020, whereas Canada is projected to expand at the fastest CAGR during the forecast period

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