

# **Sports Supplements Market Size, Share & Trends Analysis Report By Product (Capsules/Tablets, Powder, Liquid, Bars), By Source (Animal-based, Plant-based), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2033**

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## **Abstracts**

The global sports supplements market size was estimated at USD 90.24 billion in 2024 and is projected to reach USD 189.38 billion by 2033, growing at a CAGR of 8.7% from 2025 to 2033. The global sports supplement industry has experienced significant growth over the past decade, driven by the rising adoption of fitness regimes and the increasing awareness of the importance of nutrition in maintaining an active lifestyle.

This market encompasses a broad range of products, including protein powders, energy bars, dietary supplements, and ready-to-drink (RTD) beverages, designed to enhance athletic performance, support recovery, and improve overall health, driving the overall market during the forecast period.

The growing awareness of the importance of maintaining a healthy lifestyle is one of the primary drivers of the global sports supplement industry. Increasing numbers of people are adopting active lifestyles, driven by a desire to enhance their physical fitness and overall well-being. This trend is particularly prominent among millennials and Gen Z, who place a high value on fitness and wellness. The increase in gym memberships, participation in sports and fitness activities, and the rise of fitness influencers on social media platforms have contributed to the growing demand for sports supplement products.

An Ipsos poll conducted for the Council for Responsible Nutrition (CRN) in 2023 shows that 74% of Americans use dietary or nutritional supplements, with 55% of them being

regular users. Trust in the dietary supplement industry remains strong, with 74% of Americans and 83% of supplement users expressing confidence in the sector. Additionally, 92% of supplement users consider dietary supplements essential for maintaining their health. Confidence in the safety and quality of sports supplements and weight management supplements has improved, with 66% of users expressing confidence in 2023, a five-percentage-point increase from 2022. These findings reflect consistent usage trends and growing trust in supplementing safety and quality.

Moreover, athletes and fitness enthusiasts continually seek products to enhance their performance, improve endurance, and support recovery. This has driven the demand for a wide range of sports supplement products, including protein powders, energy bars, and recovery drinks. The increasing focus on performance optimization has led to the development of products tailored to specific needs, such as pre-workout supplements for energy, intra-workout products for endurance, and post-workout supplements for recovery.

Companies like Optimum Nutrition have developed products, such as Gold Standard Whey, designed to support muscle recovery and growth. The product's success can be attributed to its high-quality formulation, which includes a blend of whey protein isolates and concentrates, making it a popular choice among athletes and bodybuilders.

In addition, technological advancements and innovations in food science have led to the development of new and improved sports supplement products. Companies are investing heavily in research and development (R&D) to create effective and appealing products. For instance, the introduction of plant-based protein powders and bars has opened up new market segments, catering to the growing number of consumers adopting vegetarian and vegan diets, which is further expected to augment market growth during the forecast period.

The rise of e-commerce has significantly impacted the global sports supplement industry by making these products more accessible to a broader audience. Online platforms offer consumers the convenience of purchasing products from the comfort of their homes, often with detailed product descriptions, reviews, and recommendations.

## Global Sports Supplements Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis on the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global sports

supplements market report based on the product, source, distribution channel, and region.

Product Outlook (Revenue, USD Million, 2021 - 2033)

Capsules/Tablets

Powder

Liquid

Bar

Source Outlook (Revenue, USD Million, 2021 - 2033)

Animal-Based

Plant-Based

Distribution Channel Outlook (Revenue, USD Million, 2021 - 2033)

Hypermarkets & Supermarkets

Convenience Stores

Online

Others

Regional Outlook (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Spain

## Asia Pacific

Japan

China

India

Australia & New Zealand

## Latin America

Brazil

## Middle East and Africa (MEA)

South Africa

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