

U.S. Sports Nutrition Market Size, Share & Trends Analysis Report By Product Type (Sports Supplement, Sports Drinks, Sports Foods), By Formulation (Tablets, Capsules, Powder), By Age Group (Children, Adults), By Distribution Channel (Brick & Mortar, E-Commerce), And Segment Forecasts, 2025 - 2033

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Abstracts

The U.S. sports nutrition market size was estimated at USD 29.42 billion in 2024 and is projected to reach USD 55.51 billion in 2033, growing at a CAGR of 7.4% from 2025 to 2033. The market is expanding rapidly, fueled by several key factors that reflect the country's unique consumer preferences, lifestyle trends, and market dynamics.

A primary driver is the growing emphasis on health and fitness, as Americans increasingly adopt active lifestyles and seek performance-enhancing solutions to support their goals. For instance, the popularity of gym memberships, home workouts, and recreational sports has propelled demand for protein powders and recovery supplements from brands like Optimum Nutrition and Dymatize, which are tailored to meet the needs of both amateur fitness enthusiasts and professional athletes.

The U.S. sports nutrition industry also benefits from increasing participation in sports and fitness activities, such as marathons, gym workouts, and cycling. Brands like GU Energy have developed energy gels tailored to endurance athletes, helping them maintain energy during prolonged physical activities. Furthermore, the trend toward personalized nutrition is gaining traction, with companies like Gainful offering bespoke protein blends tailored to individual goals, dietary restrictions, and activity levels.

Products targeting health & mental well-being have prompted the industry to increase

R&D initiatives toward product innovation. Despite the uncertainties of existing regulations, outlining the context of a rapidly expanding market in the U.S. The industry is expected to grow on account of the changes in dietary supplement regulations, the growing self-care movement, and overwhelming scientific evidence highlighting the critical link between diet and health.

In July 2024, MyProtein capitalized on the growing demand for specialized sports nutrition by expanding its collaboration with fitness competition Hyrox. This partnership led to the launch of six new products specifically designed for hybrid athletes, including energy gels and re-fuel bars tailored to support different stages of intense workout routines. This strategic move highlights the increasing focus on catering to niche fitness segments, such as hybrid training, and underscores the importance of product innovation in driving growth within the U.S. sports nutrition market.

U.S. Sports Nutrition Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the U.S. sports nutrition market report based on product type, formulation, age group, distribution channel, and region:

Product Type Market Outlook (Revenue: USD Billion, 2021 - 2033)

Sports Supplement

Protein Supplements

Egg Protein

Soy Protein

Pea Protein

Lentil Protein

Hemp Protein

Casein

Quinoa Protein

Whey Protein

Whey Protein Isolate

Whey Protein Concentrate

Vitamins

Minerals

Calcium

Potassium

Magnesium

Iron

Zinc

Amino Acid

BCAA

Arginine

Aspartate

Glutamine

Beta Alanine

Creatine

L-carnitine

Probiotics

Omega-3 Fatty Acids

Carbohydrates

Maltodextrin

Dextrose

Waxy Maize

Karbolyn

Detox Supplements

Electrolytes

Others

Sports Drinks

Isotonic

Hypotonic

Hypertonic

Sports Foods

Protein Bars

Energy Bars

Protein Gel

Meal Replacement Products

Weight Loss Products

Formulation Market Outlook (Revenue: USD Billion, 2021 - 2033)

Tablets

Capsules

Powder

Softgels

Liquids

Others

Age Group Market Outlook (Revenue: USD Billion, 2021 - 2033)

Children

Adult

Men

Women

Geriatric

Distribution Channel Market Outlook (Revenue: USD Billion, 2021 - 2033)

Brick & Mortar

Direct Selling

Chemist/Pharmacies

Health Food Shops

Hypermarkets

Supermarkets

Others

E-Commerce

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Type Outlook
- 2.3. Formulation Outlook
- 2.4. Age Group
- 2.5. Distribution Channel Outlook
- 2.6. Regional Outlook

CHAPTER 3. SPORTS NUTRITION MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis – Porter's

3.6. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Formulation Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. SPORTS NUTRITION MARKET: PRODUCT TYPE ESTIMATES & TREND ANALYSIS

- 5.1. Sports Nutrition Market, by product type: Key Takeaways
- 5.2. Product Type Movement Analysis & Market Share, 2024 & 2033
- 5.3. Sports Supplement
 - 5.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.2. Protein Supplements
 - 5.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3. Egg Protein
 - 5.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.2. Soy Protein
 - 5.3.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.3. Pea Protein
 - 5.3.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.4. Lentil Protein
 - 5.3.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.5. Hemp Protein
 - 5.3.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.6. Casein
 - 5.3.3.6.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.7. Quinoa Protein
 - 5.3.3.7.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.8. Whey Protein
 - 5.3.3.8.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.8.2. Whey Protein Isolate
 - 5.3.3.8.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.8.3. Whey Protein Concentrate
 - 5.3.3.8.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.9. Vitamins

- 5.3.3.9.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 5.3.3.10. Minerals
 - 5.3.3.10.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.10.2. Calcium
 - 5.3.3.10.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.10.3. Potassium
 - 5.3.3.10.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.10.4. Magnesium
 - 5.3.3.10.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.10.5. Iron
 - 5.3.3.10.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.10.6. Zinc
 - 5.3.3.10.7. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 5.3.3.11. Amino Acid
 - 5.3.3.11.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.2. BCAA
 - 5.3.3.11.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.3. Arginine
 - 5.3.3.11.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.4. Aspartate
 - 5.3.3.11.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.5. Glutamine
 - 5.3.3.11.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.6. Beta Alanine
 - 5.3.3.11.6.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.7. Creatine
 - 5.3.3.11.7.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.11.8. L-carnitine
 - 5.3.3.11.8.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 5.3.3.12. Probiotics
 - 5.3.3.12.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 5.3.3.13. Omega-3 Fatty Acids
 - 5.3.3.13.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 5.3.3.14. Carbohydrates
 - 5.3.3.14.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.14.2. Maltodextrin
 - 5.3.3.14.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 5.3.3.14.3. Dextrose
 - 5.3.3.14.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.3.3.14.4. Waxy Maize

5.3.3.14.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.3.3.14.5. Karbolyn

5.3.3.14.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.3.3.15. Detox Supplements

5.3.3.15.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.3.3.16. Electrolytes

5.3.3.16.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.3.3.17. Others

5.3.3.17.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.4. Sports Drinks

5.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.4.2. Isotonic

5.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.4.3. Hypotonic

5.4.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.4.4. Hypertonic

5.4.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.5. Sports Foods

5.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.5.2. Protein Bars

5.5.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.5.3. Energy Bars

5.5.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.5.4. Protein Gel

5.5.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.6. Meal Replacement Products

5.6.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

5.7. Others

5.7.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 6. SPORTS NUTRITION MARKET: FORMULATION ESTIMATES & TREND ANALYSIS

6.1. Sports Nutrition Market, by Formulation: Key Takeaways

6.2. Formulation Movement Analysis & Market Share, 2024 & 2033

6.3. Tablets

6.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

6.4. Capsules

- 6.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.5. Powder
 - 6.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.6. Softgels
 - 6.6.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.7. Liquids
 - 6.7.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 6.8. Others
 - 6.8.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 7. SPORTS NUTRITION MARKET: BY AGE GROUP ESTIMATES & TREND ANALYSIS

- 7.1. Sports Nutrition Market, by age group: Key Takeaways
- 7.2. Age Group Movement Analysis & Market Share, 2024 & 2033
- 7.3. Children
 - 7.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 7.4. Adult
 - 7.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 7.4.2. Men
 - 7.4.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 7.4.3. Women
 - 7.4.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
- 7.5. Geriatric
 - 7.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 8. SPORTS NUTRITION MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 8.1. Sports Nutrition Market, by Distribution Channel: Key Takeaways
- 8.2. Distribution Channel Movement Analysis & Market Share, 2024 & 2033
- 8.3. Brick & Mortar
 - 8.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.2. Direct
 - 8.3.2.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.3. Chemist/Pharmacies
 - 8.3.3.1. Market estimates and forecast, 2021 - 2033 (USD Billion)
 - 8.3.4. Health Food Shops
 - 8.3.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.5. Hypermarkets

8.3.5.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.6. Supermarkets

8.3.6.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.3.7. Others

8.3.7.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

8.4. E-Commerce

8.4.1. Market estimates and forecast, 2021 - 2033 (USD Billion)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Recent developments & impact analysis, by key market participants

9.2. Company Categorization

9.3. Participant's Overview

9.4. Financial Performance

9.5. Formulation Portfolios

9.6. Company Market Share Analysis, 2024 (%)

9.7. Company Heat Map Analysis

9.8. Strategy Mapping

9.9. Company Profiles

9.9.1. BA Sports Nutrition LLC

9.9.1.1. Company Overview

9.9.1.2. Financial Performance

9.9.1.3. Formulation Portfolios

9.9.1.4. Strategic Initiatives

9.9.2. Abbott

9.9.2.1. Company Overview

9.9.2.2. Financial Performance

9.9.2.3. Formulation Portfolios

9.9.2.4. Strategic Initiatives

9.9.3. Quest Nutrition

9.9.3.1. Company Overview

9.9.3.2. Financial Performance

9.9.3.3. Formulation Portfolios

9.9.3.4. Strategic Initiatives

9.9.4. PepsiCo

9.9.4.1. Company Overview

9.9.4.2. Financial Performance

9.9.4.3. Formulation Portfolios

- 9.9.4.4. Strategic Initiatives
- 9.9.5. Mondelez International, Inc
 - 9.9.5.1. Company Overview
 - 9.9.5.2. Financial Performance
 - 9.9.5.3. Formulation Portfolios
 - 9.9.5.4. Strategic Initiatives
- 9.9.6. The Coca-Cola Company
 - 9.9.6.1. Company Overview
 - 9.9.6.2. Financial Performance
 - 9.9.6.3. Formulation Portfolios
 - 9.9.6.4. Strategic Initiatives
- 9.9.7. FitLife Brands
 - 9.9.7.1. Company Overview
 - 9.9.7.2. Financial Performance
 - 9.9.7.3. Formulation Portfolios
 - 9.9.7.4. Strategic Initiatives
- 9.9.8. GNC Holding, Inc
 - 9.9.8.1. Company Overview
 - 9.9.8.2. Financial Performance
 - 9.9.8.3. Formulation Portfolios
 - 9.9.8.4. Strategic Initiatives
- 9.9.9. Nutra Holdings
 - 9.9.9.1. Company Overview
 - 9.9.9.2. Financial Performance
 - 9.9.9.3. Formulation Portfolios
 - 9.9.9.4. Strategic Initiatives
- 9.9.10. Nutrivend
 - 9.9.10.1. Company Overview
 - 9.9.10.2. Financial Performance
 - 9.9.10.3. Formulation Portfolios
 - 9.9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. U.S. sports nutrition market - Key market driver analysis
2. U.S. sports nutrition market - Key market restraint analysis
3. U.S. sports nutrition market estimates and forecast by product type, 2021 - 2033 (USD Billion)
4. U.S. sports nutrition market estimates and forecast by formulation, 2021 - 2033 (USD Billion)
5. U.S. sports nutrition market estimates and forecast by age group, 2021 - 2033 (USD Billion)
6. U.S. sports nutrition market estimates and forecast by distribution channel, 2021 - 2033 (USD Billion)

List Of Figures

LIST OF FIGURES

1. U.S. Sports nutrition market snapshot
2. U.S. Sports nutrition market segmentation & scope
3. U.S. Sports nutrition market penetration & growth prospect mapping
4. U.S. Sports nutrition market value chain analysis
5. U.S. Sports nutrition market dynamics
6. U.S. Sports nutrition market Porter's Five Forces analysis
7. U.S. Sports nutrition market: Product type movement analysis, 2024 & 2033 (%)
8. U.S. Sports supplements market estimates and forecast, 2021 - 2033 (USD Billion)
9. Protein supplement market estimates and forecast, 2021 - 2033 (USD Billion)
10. Egg Protein market estimates and forecast, 2021 - 2033 (USD Billion)
11. Soy Protein market estimates and forecast, 2021 - 2033 (USD Billion)
12. Pea Protein market estimates and forecast, 2021 - 2033 (USD Billion)
13. Lentil Protein market estimates and forecast, 2021 - 2033 (USD Billion)
14. Hemp Protein market estimates and forecast, 2021 - 2033 (USD Billion)
15. Casein market estimates and forecast, 2021 - 2033 (USD Billion)
16. Quinoa Protein market estimates and forecast, 2021 - 2033 (USD Billion)
17. Whey Protein market estimates and forecast, 2021 - 2033 (USD Billion)
18. Whey Protein Isolate market estimates and forecast, 2021 - 2033 (USD Billion)
19. Whey Protein Concentrate market estimates and forecast, 2021 - 2033 (USD Billion)
20. Vitamins market estimates and forecast, 2021 - 2033 (USD Billion)
21. Minerals market estimates and forecast, 2021 - 2033 (USD Billion)
22. Calcium market estimates and forecast, 2021 - 2033 (USD Billion)
23. Potassium market estimates and forecast, 2021 - 2033 (USD Billion)
24. Magnesium market estimates and forecast, 2021 - 2033 (USD Billion)
25. Iron market estimates and forecast, 2021 - 2033 (USD Billion)
26. Zinc market estimates and forecast, 2021 - 2033 (USD Billion)
27. Amino Acids market estimates and forecast, 2021 - 2033 (USD Billion)
28. BCAA market estimates and forecast, 2021 - 2033 (USD Billion)
29. Arginine market estimates and forecast, 2021 - 2033 (USD Billion)
30. Aspartate market estimates and forecast, 2021 - 2033 (USD Billion)
31. Glutamine market estimates and forecast, 2021 - 2033 (USD Billion)
32. Beta Alanine market estimates and forecast, 2021 - 2033 (USD Billion)
33. Creatine market estimates and forecast, 2021 - 2033 (USD Billion)
34. L-carnitine market estimates and forecast, 2021 - 2033 (USD Billion)

35. Probiotics market estimates and forecast, 2021 - 2033 (USD Billion)
36. Omega-3 Fatty Acids market estimates and forecast, 2021 - 2033 (USD Billion)
37. Carbohydrates market estimates and forecast, 2021 - 2033 (USD Billion)
38. Maltodextrin market estimates and forecast, 2021 - 2033 (USD Billion)
39. Dextrose market estimates and forecast, 2021 - 2033 (USD Billion)
40. Waxy Maize market estimates and forecast, 2021 - 2033 (USD Billion)
41. Karbolyn market estimates and forecast, 2021 - 2033 (USD Billion)
42. Detox Supplements market estimates and forecast, 2021 - 2033 (USD Billion)
43. Electrolytes market estimates and forecast, 2021 - 2033 (USD Billion)
44. Others market estimates and forecast, 2021 - 2033 (USD Billion)
45. Sports Drinks market estimates and forecast, 2021 - 2033 (USD Billion)
46. Isotonic market estimates and forecast, 2021 - 2033 (USD Billion)
47. Hypotonic market estimates and forecast, 2021 - 2033 (USD Billion)
48. Hypertonic market estimates and forecast, 2021 - 2033 (USD Billion)
49. Sports Foods market estimates and forecast, 2021 - 2033 (USD Billion)
50. Protein Bars market estimates and forecast, 2021 - 2033 (USD Billion)
51. Energy Bars market estimates and forecast, 2021 - 2033 (USD Billion)
52. Protein Gel market estimates and forecast, 2021 - 2033 (USD Billion)
53. Meal Replacement Products market estimates and forecast, 2021 - 2033 (USD Billion)
54. Weight Loss Product market estimates and forecast, 2021 - 2033 (USD Billion)
55. U.S. Sports nutrition market: Formulation movement analysis, 2024 & 2033 (%)
56. U.S. Sports nutrition market estimates and forecast in tablet form, 2021 - 2033 (USD Billion)
57. U.S. Sports nutrition market estimates and forecast in capsule form, 2021 - 2033 (USD Billion)
58. U.S. Sports nutrition market estimates and forecast in capsule form, 2021 - 2033 (USD Billion)
59. U.S. Sports nutrition market estimates and forecast, by vitamins and minerals, 2021 - 2033 (USD Billion)
60. U.S. Sports nutrition market estimates and forecast, in liquid form, 2021 - 2033 (USD Billion)
61. U.S. Sports nutrition market estimates and forecast, in other form, 2021 - 2033 (USD Billion)
62. U.S. Sports nutrition market: Age group movement analysis, 2024 & 2033 (%)
63. U.S. Sports nutrition market estimates and forecast, for children, 2021 - 2033 (USD Billion)
64. U.S. Sports nutrition market estimates and forecast, for adults, 2021 - 2033 (USD Billion)

65. U.S. Sports nutrition market estimates and forecast, for geriatric, 2021 - 2033 (USD Billion)
66. U.S. Sports nutrition market: Distribution channel movement analysis, 2024 & 2033 (%)
67. U.S. Sports nutrition market estimates and forecast, through brick & mortar channels, 2021 - 2033 (USD Billion)
68. U.S. Sports nutrition market estimates and forecast, through direct selling, 2021 - 2033 (USD Billion)
69. U.S. Sports nutrition market estimates and forecast, through chemists & pharmacies, 2021 - 2033 (USD Billion)
70. U.S. Sports nutrition market estimates and forecast, through health food shops, 2021 - 2033 (USD Billion)
71. U.S. Sports nutrition market estimates and forecast, through hypermarkets, 2021 - 2033 (USD Billion)
72. U.S. Sports nutrition market estimates and forecast, through supermarkets, 2021 - 2033 (USD Billion)
73. U.S. Sports nutrition market estimates and forecast, through others, 2021 - 2033 (USD Billion)
74. U.S. Sports nutrition market estimates and forecast, through e-commerce 2021 - 2033 (USD Billion)

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