

Sports Nutrition Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global sports nutrition market size reached US\$ 50.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 80.2 Billion by 2028, exhibiting a growth rate (CAGR) of 8.1% during 2023-2028.

Sports nutrition refers to the practice of maintaining a healthy diet and consuming nutrient-rich food products. Sports drinks, protein powders, dietary supplements and protein bars are some of the common examples of sports nutrition products. Athletes and active adults incorporate these products with a specific plan to achieve different fitness goals such as gaining lean mass and improving their body composition. These products also aim to reduce the effects of physical fatigue, injury and delayed recovery that can influence an athlete's performance.

With lifestyle disease incidences on the rise, there is an increasing awareness among consumers about the benefits of a healthy and nutritious diet. Consumers are now increasingly shifting toward maintaining a healthy lifestyle that aids in sustaining fitness while reducing the chances of lifestyle diseases. This coupled with other factors such as rising healthcare expenditures and increasing urbanization rates is driving the demand for sports nutrition products. Moreover, a significant increase in the number of casual or recreational users, professional bodybuilders and athletes as well as the growing number of young people opting sports as their career is contributing positively to the market growth. Furthermore, the proliferation of health and fitness centers, many of which also engage in the active promotion of sports nutrition products, have influenced their sales. Additionally, the incorporation of natural and plant-based ingredients along with the introduction of vegan alternatives in the product range has increased their acceptability among the masses.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sports nutrition market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, raw material and distribution channel.

Breakup by Product Type:

- Sports Drinks
- Sports Food
- Sports Supplements

Breakup by Raw Material:

- Animal Derived
- Plant-Based
- Mixed

Breakup by Distribution Channel:

- Hypermarkets and Supermarkets
- Convenience Stores
- Drug and Specialty Stores
- Online
- Others

Breakup by Region:

- North America
- Europe
- Asia Pacific
- Middle East and Africa
- Latin America

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being The Coca-Cola Company, Abbott Nutrition Inc., PepsiCo Inc., Glanbia Plc., Reckitt Benckiser Group Plc., Yakult Honsha Co. Ltd., Post Holdings Inc., GNC

Holdings, Clif Bar & Company, Otsuka Pharmaceutical Co. Ltd., Atlantic Multipower UK Limited, GlaxoSmithKline PLC, Olimp Laboratories, Ultimate Nutrition Inc., PowerBar Europe GmbH, etc.

IMARC Group's latest report provides a deep insight into the global sports nutrition market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the global sports nutrition market in any manner.

Key Questions Answered in This Report

1. What was the size of the global sports nutrition market in 2022?
2. What is the expected growth rate of the global sports nutrition market during 2023-2028?
3. What are the key factors driving the global sports nutrition market?
4. What has been the impact of COVID-19 on the global sports nutrition market?
5. What is the breakup of the global sports nutrition market based on the product type?
6. What is the breakup of the global sports nutrition market based on the raw material?
7. What is the breakup of the global sports nutrition market based on the distribution channel?
8. What are the key regions in the global sports nutrition market?
9. Who are the key players/companies in the global sports nutrition market?

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