

# **Sports Nutrition Market Report by Product Type (Sports Drinks, Sports Food, Sports Supplements), Raw Material (Animal Derived, Plant-Based, Mixed), Distribution Channel (Hypermarkets and Supermarkets, Convenience Stores, Drug and Specialty Stores, Online, and others), and Region 2024-2032**

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## **Abstracts**

The global sports nutrition market size reached US\$ 54.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 103.3 Billion by 2032, exhibiting a growth rate (CAGR) of 7.1% during 2024-2032. The market is experiencing moderate growth driven by rising focus on health and fitness lifestyles, increasing awareness about the importance of protein intake and supplementation for muscle recovery and overall performance, and rapid expansion of e-commerce platforms and online retail channels.

**Sports Nutrition Market Analysis:**

**Market Growth and Size:** The market is witnessing stable growth, driven by increasing consumer awareness of the benefits of sports nutrition products, including muscle recovery and enhanced athletic performance.

**Rising Focus on Health and Fitness Lifestyles:** A growing emphasis on health and fitness lifestyles is propelling the demand for sports nutrition products, as individuals seek to optimize their nutrition for improved overall well-being.

**Industry Applications:** The market is experiencing high demand from diverse industries, including fitness centers, sports teams, healthcare, and even the beauty and wellness sector, highlighting the versatility of sports nutrition products.

**Geographical Trends:** North America leads the market, driven by its robust fitness

culture, health-conscious consumers, and a well-established sports nutrition industry, followed by regions like Europe and Asia-Pacific.

**Competitive Landscape:** The market is characterized by intense competition with key players focusing on product innovation, branding, and strategic partnerships to gain a competitive edge.

**Challenges and Opportunities:** While the market faces challenges, such as the regulatory complexities and concerns about product safety, it also offers opportunities in expanding product offerings to cater to specific dietary preferences and emerging markets.

**Future Outlook:** The future of the sports nutrition market looks promising, with potential growth in personalized nutrition solutions, plant-based products, and innovations in sports nutrition technology, driven by evolving consumer preferences and health-conscious trends.

#### Sports Nutrition Market Trends:

##### Increasing health and fitness awareness

The increasing awareness about health and fitness is a significant factor driving the sports nutrition Market. In today's world, where well-being and physical fitness are crucial, people are realizing the profound impact that proper nutrition can have on their athletic performance, muscle recovery, and overall health. This heightened consciousness has translated into a significant demand for sports nutrition products. Consumers now recognize that optimized nutrition can be the key to achieving their fitness goals, whether it's building lean muscle, increasing endurance, or simply maintaining an active lifestyle. Protein supplements, energy bars, amino acids, and other sports nutrition products have become essential tools for individuals striving to excel in their fitness endeavors. Moreover, the health and fitness movement is not limited to professional athletes; however, it extends to a broader demographic of fitness enthusiasts, weekend warriors, and even those starting their fitness journeys. This expanding consumer base further fuels the demand for sports nutrition products, as people seek solutions that align with their active and health-conscious lifestyles.

##### Expanding athlete and fitness enthusiast demographics

The rapid expansion of athlete and fitness enthusiast demographics is a significant driving force behind the sports nutrition market. While professional athletes have traditionally been a key consumer group for sports nutrition products, the market's growth now extends to a broader audience. This demographic shift encompasses a wide spectrum of individuals, including weekend warriors, amateur athletes, fitness

enthusiasts, and those embarking on their fitness journeys. As more people embrace active lifestyles, engage in various sports and workouts, and pursue athletic goals, they recognize the importance of nutrition in achieving peak performance and post-exercise recovery. This recognition has augmented the demand for sports nutrition products that cater to their specific needs. Whether it's a cyclist seeking an energy gel for a long ride, a weightlifter looking for protein supplements to support muscle growth, or a yoga practitioner searching for post-workout recovery drinks, the diverse consumer base seeks products that can optimize their athletic endeavors and enhance their overall well-being, this propelling market growth.

### Product innovation and diversification

Continuous innovation and diversification are major drivers propelling the sports nutrition market. Manufacturers within the industry are catering to evolving consumer preferences and demands, resulting in a constant stream of novel products and formulations. These innovations extend across multiple facets of sports nutrition. Manufacturers are consistently developing new formulations to meet specific performance and recovery needs. This includes the creation of specialized products for pre-workout energy boosts, post-workout recovery, and intra-workout hydration. Apart from this, flavors play a pivotal role in consumer acceptance, and companies are actively exploring innovative flavor profiles to enhance the appeal of their products. Unique and enticing flavors make sports nutrition products more enjoyable and cater to individual taste preferences. Additionally, delivery formats have seen remarkable diversification. Beyond traditional powders and pills, consumers now have access to convenient options like ready-to-drink shakes, protein bars, gels, chews, and even gummies. These innovations promise to further enhance the industry's growth, ensuring that athletes and fitness enthusiasts have access to an ever-expanding array of products that align with their specific needs and values.

### Sports Nutrition Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global and regional levels for 2024-2032. 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

Sports drinks accounts for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the product type. This includes sports drinks, sports food, and sports supplements. According to the report, sports drinks represented the largest segment.

Sports drinks dominate the market due to their widespread consumption among athletes and fitness enthusiasts. These beverages are formulated to replenish fluids, electrolytes, and carbohydrates lost during physical activity, promoting hydration and energy replenishment. The convenience of ready-to-drink sports beverages and their appeal during and after workouts contributes to their popularity. Athletes rely on sports drinks to maintain performance levels and prevent dehydration, making them a staple in sports and fitness routines. The market for sports drinks continues to thrive as consumers seek effective and convenient hydration solutions for their active lifestyles.

Sports food products are gaining traction in the sports nutrition market as they offer a convenient and portable source of nutrients. These include energy bars, protein snacks, and meal replacement options. Sports food products cater to the need for on-the-go nutrition, providing essential nutrients, protein, and energy to support physical activity and recovery. They are favored by athletes and fitness enthusiasts looking for quick and practical ways to refuel and meet their dietary requirements. The diversity in flavors and formulations adds to their appeal, making sports food a valuable segment within the sports nutrition market.

Sports supplements encompass a wide range of products, including protein powders, amino acids, vitamins, and minerals, tailored to enhance athletic performance and recovery. These supplements offer precision in nutrient delivery, allowing athletes to target specific dietary needs and goals. Protein supplements are highly popular among those seeking muscle growth and recovery. Sports supplements are used by athletes at various levels, from amateurs to professionals, to optimize their training regimens. Their versatility and efficacy contribute to their role as a driving force in the sports nutrition market, as consumers increasingly turn to supplements to complement their fitness and sports activities.

Breakup by Raw Material:

Animal Derived

Plant-Based

## Mixed

Animal derived holds the largest share in the industry

A detailed breakup and analysis of the market based on the raw material have also been provided in the report. This includes animal derived, plant-based, and mixed. According to the report, animal derived sports nutrition accounted for the largest market share.

Animal-derived raw materials play a prominent role in the sports nutrition market, primarily due to their high-quality protein content and essential amino acids. Ingredients like whey protein, casein, and collagen derived from sources like milk, eggs, and animal tissue are favored by athletes for muscle recovery and growth. These sources offer fast-absorbing proteins that are readily utilized by the body. Whey protein, in particular, is a popular choice due to its complete amino acid profile. Its rapid digestion makes it suitable for post-workout supplementation. The high biological value and efficacy of animal-derived raw materials make them a dominant force in sports nutrition.

Plant-based raw materials are gaining momentum in the sports nutrition market, driven by the increasing demand for vegetarian and vegan-friendly options. Ingredients like pea protein, rice protein, and soy protein provide alternatives to animal-derived sources, offering quality protein content while aligning with ethical and dietary preferences. Plant-based ingredients also cater to individuals with lactose intolerance or allergies. The versatility of plant-based raw materials is further expanded through innovative formulations that combine various plant sources to create complete protein profiles. As the plant-based movement continues to grow, plant-derived raw materials contribute significantly to the diversification of sports nutrition offerings.

Mixed raw materials in sports nutrition products are a reflection of the industry's adaptability to diverse consumer preferences. These formulations combine both animal-derived and plant-based sources to create balanced protein blends. This approach allows manufacturers to offer products with a wider amino acid spectrum, enhancing their appeal to a broader consumer base. Mixed raw materials cater to individuals who value both animal and plant protein sources, offering the benefits of both worlds. As the sports nutrition market becomes increasingly inclusive, mixed raw material options are poised to play a pivotal role in providing versatile and effective nutritional solutions for athletes and fitness enthusiasts.

Breakup by Distribution Channel:

Hypermarkets and Supermarkets  
Convenience Stores  
Drug and Specialty Stores  
Online  
Others

Hypermarkets and supermarkets represent the leading market segment

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes hypermarkets and supermarkets, convenience stores, drug and specialty stores, online and others. According to the report, hypermarkets and supermarkets represented the largest segment.

Hypermarkets and supermarkets hold a dominant position in the sports nutrition market due to their extensive reach and diverse product offerings. These retail giants offer a wide range of sports nutrition products, including supplements, drinks, and foods, making them accessible to a broad consumer base. Shoppers benefit from the convenience of one-stop shopping, allowing them to browse and compare various brands and products. The ability to physically inspect and purchase items, along with the availability of in-store promotions, enhances their appeal. As trusted retail outlets, hypermarkets and supermarkets continue to be a preferred distribution channel for sports nutrition enthusiasts.

Convenience stores play a significant role in the sports nutrition market, offering quick and easy access to products for consumers on the go. These compact stores stock a selection of sports drinks, bars, and supplements, providing convenient options for athletes and fitness enthusiasts during their daily routines. The appeal lies in their accessibility, especially for individuals seeking immediate refueling after workouts or competitions. The convenience store distribution channel caters to spontaneous purchases and ensures that sports nutrition products are readily available in various locations, contributing to their popularity among consumers with active lifestyles.

Drug and specialty stores are important distribution channels in the sports nutrition market, often offering a curated selection of high-quality supplements and nutritional products. These outlets are trusted sources for health-conscious consumers seeking specific sports nutrition items, such as vitamins, minerals, and protein supplements. The expertise of store staff and the focus on health and wellness products enhance the shopping experience. Consumers visit these stores for personalized guidance and



recommendations, making them valuable distribution points for specialized sports nutrition needs. As consumers prioritize their health, drug and specialty stores continue to provide a niche but significant market presence.

Online distribution channels are gaining immense traction in the sports nutrition market due to their convenience, wide product range, and accessibility. E-commerce platforms and online retailers offer consumers the flexibility to explore and purchase sports nutrition products from the comfort of their homes. The online channel caters to a diverse consumer base, including those seeking specific dietary requirements, niche products, or bulk purchases. The convenience of doorstep delivery and the availability of product reviews and information contribute to the growth of online sales. As the digital landscape expands, online distribution channels continue to play a pivotal role in the sports nutrition market, appealing to tech-savvy consumers worldwide.

Breakup by Region:

North America

Europe

Asia Pacific

Middle East and Africa

Latin America

North America leads the market, accounting for the largest sports nutrition market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America, Europe, Asia Pacific, Middle East and Africa, and Latin America. According to the report, North America accounted for the largest market share.

North America leads the sports nutrition market, driven by a strong fitness culture, high prevalence of health-conscious consumers, and well-established sports nutrition industry. The region's athletes and fitness enthusiasts actively seek products to enhance their performance and recovery, contributing to the demand for sports nutrition supplements, drinks, and foods. A robust retail infrastructure, including specialized stores and online platforms, further supports market growth. Additionally, innovations in product formulations and a focus on clean labels align with consumer preferences. North America's dominant position in the sports nutrition market is characterized by a diverse product landscape catering to a broad spectrum of consumers.

Europe is a significant player in the sports nutrition market, marked by the growing fitness culture, increasing health awareness, and a penchant for active lifestyles. The European market benefits from a strong presence of specialty stores and a burgeoning e-commerce landscape, providing ample access to sports nutrition options. As consumers prioritize clean and natural ingredients, manufacturers respond with innovative formulations. Europe's diverse and evolving sports nutrition market reflects the continent's commitment to health and fitness.

Asia Pacific is emerging as a dynamic force in the sports nutrition market, driven by the rising middle-class population, increasing disposable incomes, and growing interest in health and fitness. The prevalence of sports and outdoor activities, along with a shift toward Western dietary habits, fuels this demand. E-commerce platforms are pivotal in connecting consumers with a wide range of sports nutrition offerings. Asia Pacific's potential lies in its vast and diverse consumer base, making it a promising region for future growth in the sports nutrition market.

The Middle East and African region is witnessing steady growth in the sports nutrition market, driven by a rising awareness of health and fitness, particularly among the younger population. The region's expanding gym culture and interest in sports events contribute to the demand for sports nutrition products. As urbanization and income levels rise, the Middle East and Africa are expected to play a more substantial role in the sports nutrition market, presenting opportunities for both local and international brands to establish a presence.

Latin America exhibits a growing influence in the sports nutrition market, fueled by the growing fitness consciousness, a desire for better health, and a passion for sports. Latin America's diverse culture and dietary preferences contribute to a wide range of product choices. As the sports nutrition market continues to evolve, Latin America emerges as a promising region for market expansion and investment, appealing to a diverse and active consumer base.

#### Leading Key Players in the Sports Nutrition Industry:

The key players in the market are actively engaging in several strategic initiatives to maintain and expand their market presence. These initiatives include product innovation and diversification, with a focus on clean labels, plant-based offerings, and specialized formulations to cater to evolving consumer preferences. Additionally, branding and marketing efforts remain robust, with collaborations with athletes and fitness influencers to enhance brand visibility. Many companies are expanding their distribution networks by entering new markets or strengthening their online presence to reach a broader



consumer base. Furthermore, investments in research and development are driving advancements in sports nutrition technology, such as personalized nutrition solutions and enhanced formulations, to meet the diverse needs of athletes and fitness enthusiasts worldwide.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

The Coca-Cola Company  
Abbott Nutrition Inc.  
PepsiCo Inc.  
Glanbia Plc.  
Reckitt Benckiser Group Plc.  
Yakult Honsha Corporation Limited  
Post Holdings Inc.  
GNC Holdings  
Clif Bar & Company  
Otsuka Pharmaceutical Corporation Limited  
Atlantic Multipower UK Limited  
GlaxoSmithKline PLC  
Olimp Laboratories  
Ultimate Nutrition Inc.  
PowerBar Europe GmbH

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

#### Latest News:

November 1, 2021: The Coca-Cola Company acquired full ownership of BODYARMOR, a well-known brand specializing in sports performance and hydration beverages. This strategic move by Coca-Cola signifies a significant addition to its existing beverage portfolio. BODYARMOR's products bring a new dimension to Coca-Cola's offerings, catering to the growing consumer demand for healthier, functional beverages.

November 16, 2021: Abbott Nutrition Inc. introduced Similac 360 Total Care, the latest advancement in infant formula, featuring Human Milk Oligosaccharides (HMOs) and major prebiotics that closely mimic those naturally occurring in human breast milk. This groundbreaking product, Similac 360 Total Care, marks a significant milestone as the first and sole infant formula available in the United States that combines a blend of five

distinct HMOs, a combination previously exclusive to breast milk.

March 20, 2023: Otsuka Pharmaceutical Corporation Limited introduced a new addition to its SOYJOY brand of whole-soy nutrition bars, known as SOYJOY Fruits & Cheese. This latest flavor variant represents a noteworthy expansion of the SOYJOY product line, offering consumers a unique and delicious option.

### Key Questions Answered in This Report

1. What was the size of the global sports nutrition market in 2023?
2. What is the expected growth rate of the global sports nutrition market during 2024-2032?
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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