

# Asia-Pacific Sports Nutrition Market (2016 - 2022)

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## Abstracts

Sports nutrition products include sports drinks, supplements, and food that include protein powders, isotonic drink powder, capsule/tablets (creatine/branched chain amino acids and others), supplement powder, ready-to-drink protein drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars and other supplements. The aforementioned products ranges are majorly used by athletes and bodybuilders to improve the overall health, performance, and muscle growth. Athletes used sports drinks to replenish the water levels in their bodies. The nutritional supplements today are not only used by bodybuilders, but also by health-conscious people, and this population base is growing significantly.

Sports activities have attracted the interest of middle aged and geriatric population. People are getting more engaged in the recreational activities and also getting aware about the importance of nutrition. Many countries in Asian Regions like India; India has lots of adventurous activities, people are getting more involved in the sports activities. On the other hand, growing awareness for health and nutrition is leading the demand for nutrition food. Most of the health clubs also sells products that provide nutrients, proteins, and other health benefits.

The market for sports nutrition is segmented based on product types, users, distribution channels, and country. Based on product types, it is segmented into protein powder, ISO drink powder, capsule/tablets (creatine, BCAA and others), supplement powder, RTD protein drinks, ISO & other sports drinks, carbohydrate drinks, protein bars, carbohydrate/energy bars and other supplements. ISO drinks segment has shown significant growth rate due to innovative product launches, and marketing tactics used by manufacturers. Based on Country, the market is segmented into China, Japan, India, South Korea, Singapore, Australia, and Rest of Asia-Pacific.

Key market players profiled in the report are The Coca Cola Company, PepsiCo, Inc.,

Glanbia. Plc, Yakult, Post Holdings, Inc., Clif Bar & Company, Reckitt Benckiser Group plc, and Abbott Laboratories

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